The
ROYAL VAGABOND
NUMBER

THE STORAGRAM

KAUFMANN'S
FIFTH AVENUE PITTSBURGH

April

The roofs are shining from the rain
The sparrows twitter as they fly
And with a windy April grace
The little clouds go by.

Yet the back-yards are bare and brown
With only one unchanging tree
I could not be so sure of Spring
Save that it sings to me.

—SARA TEASDALE

(From Untermyer's Singing World)

The

STORAGRAM

The management does not see this publication until it is issued, therefore assumes no responsibility for articles printed in it

Published monthly by and for the employees of Kaufmann's, "The Big Store"; printed and bound in our own Printing Shop

Vol. VII Pittsburgh, Pa., *April* No. 4

The Royal Vagabond
For Kaufmann's Beneficial Association

THE Royal Vagabond, given for Kaufmann's Employees' Beneficial Association, we hear on every side. The publicity committee is busy telling the public what our Association is and does. Perhaps all our employees do not know the main facts about the Association.

The first Beneficial Association of the store gave sick and death benefits. Its scope of activities was not greatly enlarged until 1912, when the hospital and accompanying services were established. The employees were then given the advantages of free medical and dental service and a visiting nurse. Later free attorney services were made available.

Then the suggestion for a summer camp came from Mr. E. J. Kaufmann, and after a long and arduous search, the ideal spot was found—Bear Run. Invigorating air, beautiful scenery, possibilities for all kinds of sports—these made it unsurpassable as a camp for employees seeking a vacation which would combine rest and recreation. It has lived up to everyone's highest expectations of it, and, through the generosity of the firm, the Beneficial Association will soon have the title to Bear Run.

Bear Run like the other activities of the Association, was brought into being with the hope and determination to leave nothing undone for the well-being of the employees. The Association exists only to build up the health and character of the individual, to create an incentive that will promote ambition. The scope of the Association is unlimited, if each employee will be interested enough to take advantage of what is offered.

The Royal Vagabond will help the Association financially if we all work together to make it the success that it can be. Just helping in it, creates in us a new enthusiasm.

Let everyone do his or her part to feel that this is our Association, our Bear Run, our Play. With this feeling of enthusiastic, interested, good-fellowship, The Royal Vagabond must achieve success.

C. A. FILSON,
President K. B. A.

Our President Home Again

Mr. E. J. Kaufmann was smiling very happily on his first day back in the store. It looked as if he felt just as glad to see everyone as we all were to see him. Catching a "flu" germ was not the best way to celebrate the return to the United States, but germs will have their way once in a while.

In spite of the fact that his voice was slightly hoarse and that it must have been an effort to speak, Mr. Kaufmann gave a very interesting and inspiring talk at the Buyers' Meeting, Friday evening, April 9th.

Speaking on conditions in Europe, he said that February and March were not the most ideal months to visit there. Bad weather and political discord together seemed to hold the center of the field. The Roditi offices with their shining, new linoleum, were the brightest spots in Europe. And for his purposes, doubtless, they were the most interesting.

Asking the Roditi offices to consider him just one of the buyers from Kaufmann's, Mr. E. J. Kaufmann was able to get a slant on what buyers do or should do when visiting the foreign offices. He gained a clear idea of the problems they face, on account of the complexity of the markets and the many, many varieties of merchandise from which the careful selection must be made.

In discussing business conditions at home, Mr. Kaufmann compared a department store with an athletic champion. Our store is a great institution; it leads in the merchandise and service it offers to the public, it leads in all progressive measures; but we cannot maintain such a position by sitting back and saying "How fine we are." The champion does not long retain his laurels if he breaks training and allows himself to become soft. We must ever try to do greater and greater things to keep always in the lead in merchandising.

Everyone who attended the Buyers' Meeting was very glad to hear our president again, and especially to hear of the many interesting points of his trip.

SPRING—AND THOUGHTS OF BEAR RUN

Spring is here, summer is coming, and then—vacation. At what places have we enjoyed ourselves most and where shall we go this summer?

Those of us who have spent happy vacations in Bear Run will not be troubled by doubts. The call to go back to Bear Run each year is almost magnetic.

Who does not remember the appetizing meals, the gay Saturday night parties where everybody joined in like one big family, or that long hike to Ohio-pyle and the five-minute ride back to camp? Or the delights of the fresh swimming pool, basketball, volley ball and bowling, and the evening hike to Lover's Leap and Sunset Hill? What a memory we have of the after-breakfast hike to Devil's Kitchen, where the imagination can almost picture the devil in his home.

One can still feel the bumpety-bump of the hay ride and taste the delicious refreshment that ended it. If you close your eyes and think hard, you can hear the sputter-sputter of the toasting marshmallows and the bark of the hot dogs as they sizzled.

All of these joys and delights draw one irresistibly back to the place of fun. We wait impatiently for summer to come, when we can hop on the B. & O. and hop off again at dear old Bear Run!

ETHEL FORBES,
Shopping Bureau.

New Head of Training Dep't

NEW HEAD OF TRAINING DEPARTMENT

Miss Helen Fitzsimmons, who already is well known to many in the store, came to us from Bamberger's, Newark, N. J.

Miss Fitzsimmons is a graduate of the University of Minnesota and of the Prince School of Education for Store Service. Since graduating at the Prince School, she has been employed at Bamberger's, both in the Training and Employment departments. Her last position there was Employment Manager. We understand, too, that she helped edit "Counter Currents," and may have some interesting suggestions on employees' magazines.

"The Storagram" speaking for all the fellow-workers welcomes Miss Fitzsimmons and hopes that she will have a long and happy stay with Kaufmann's.

Miss Anna E. Graham, formerly head of our Training Department has moved to Buffalo, N. Y., where she is head of the Training Department of J. N. Adams and Company.

We wish Miss Graham all success in her new position.

THE YOUNG FOLKS PAGEANT

Did you see the Children's Fashion Pageant in the auditorium on March 18-19-20? If you didn't catch a glimpse of it, you missed a real treat.

The models were Miss Barth's dancing children and were as graceful and charming as they could be.

The clothes displayed were for all occasions: school clothes for rain or shine, outfits for tennis, golfing, roller-skating and riding. The boys were quite the young lords of the land in their knickers or long trousers, handling their swagger sticks so deftly.

Party frocks were light and cool-looking in pale shades of blue and pink with a few more striking colors for the older girls' frocks.

At a fashion revue of women's apparel, the audience is usually entirely feminine. Men, women and children attended this Young Folks Pageant and who can say which group enjoyed it most.

The Children's departments are to be congratulated in their successful management of such a delightful pageant.

The following letter shows how well the Young Folks Pageant was received by the public:

Manager of Fashion Pageant,
Kaufmann's.
DEAR SIR:

It was my pleasure to be permitted to attend the Children's Fashion Pageant on Thursday, March the 18th. I wish to express to you what a wonderful pageant it was. You ought to feel proud to know that it was such a success.

I have attended other fashion shows in New York and other cities, where the models were selected from professional children, and I have never seen anything like yours. It took people by storm. The models were wonderful, particularly some of the small ones, the two first babies and the last one in blue. Such grace, smiles and poise in children I have never seen anywhere.

You are to be congratulated on being able to obtain such models.

Sincerely,
MRS. ANNA MCMULLEN.
March 10, 1926.

Mr. Caputo Conductor at Verdi Concert

Mr. C. O. Caputo was honored by the Italian Consul and Clergymen of Pittsburgh in being asked to conduct the Verdi Commemoration Concert at the Sheridan Theatre, Sunday afternoon, April 11th.

The fifty-piece orchestra played six of the most popular of the great composer's works, which were received with much enthusiasm by the audience.

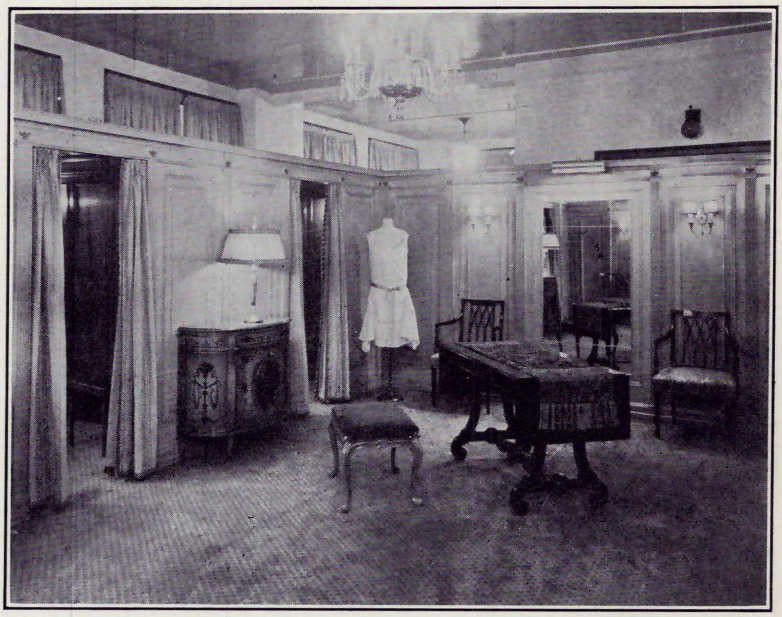
Glimpses of Delightful Nooks on Fourth Floor

THE ADAM ROOM

This charming small room is tucked away in the rear of the misses' dress department. You get only a glimpse of it from the main department but it is enough to make you want to wander in and see what is there.

The soft gray walls form a demure background for the display of misses' dresses, lovely frocks of sheer materials and light colors for afternoon and evening.

Here the young miss or small woman may choose at her leisure just the frock she needs for the special occasion.



The two views of fourth floor shown on this page are typical of the appearance of the entire floor. Our ready-to-wear floor has in every detail the correct furnishings to form a beautiful setting for the various kinds of merchandise shown there.

This floor contains coats, suits and dresses for women and misses. It also has the fur shop, the Duchess Shop, which is a complete department of ready-to-wear for the larger woman, the inexpensive dress section, and the blouse and skirt department.

Like the rest of our store, the departments on fourth floor are ones of which we can be proud, both in their furnishings and the merchandise which they display.

THE ITALIAN ROOM

The Italian Room is a very popular corner of the fourth floor these spring-time days. Here are shown the latest designs in women's suits, smart tailleurs, and charming ensembles.

The Italian Room is a place with an air of leisure in which one can shop quietly and unhurriedly, and the well-finished fitting rooms at either side permit the suits to be tried on with the least inconvenience to customer and saleswoman.

Luncheon to Mr. Haas

The foreign language newspaper publishers of Pittsburgh gave a luncheon for Mr. Arnold Haas, manager of our foreign department, on Monday, March 29.

Other guests from Kaufmann's were Mr. I. D. Wolf and Mr. F. A. Weston.

V. L. Alski, publisher of the Pittsburgh "Polish Daily" acted as toastmaster. He spoke of the work Mr. Haas has done in Kaufmann's foreign department, and said he believed this department to be the largest and most efficient of any foreign department in a department store in this country.

Mr Haas thanked the publishers for their cooperation, and spoke of the opportunities of Americanization through the foreign department.

FORBES SERVICE STATION

The most interesting news this month at Forbes Street was contributed by Jimmie Geis of the Bad Address Department, when he announced that he had secretly married Miss Rosella Sauers of Glendale last June at Wellsburg, W. Va. Jimmie then informed us that he was the proud father of a baby girl. We all wish Mr. and Mrs. Geis lots of happiness and good luck.

Sam Spokane also pulled one over on us. He was supposed to be spending a few days vacation in Cleveland, and he happened to be on his honeymoon in Philadelphia and Atlantic City. The bride was Miss Minnie Block; the wedding took place March 23rd. Much happiness to them!

We wish to extend a vote of thanks to Miss Baker for the interesting write-up in last months issue of the Storagram. We all like to see our department in the Storagram, but we usually like some one else to gather the news items for us. But, from now on we are going to be heard from each month with a lot of interesting news.

Mr. Hanlan evidently believes that old adage "you can't stand still—you either go back or forward." He is continually on the look out for improvements. Our Garage has taken on the appearance of a real, up to date establishment, since he has had it remodeled.

—P. J. Gavin.

Children's Department

Miss Betty Herbert of the Children's Dress Department was absent for about ten days on account of the grippe.

Miss Halboth was missed from third floor the two weeks that she helped in the Fashion Show.

Our "Sunny" looks like a real boy now, with a real, honest-to-goodness boyish bob.

The third floor was proud of its record at the head of the low tardiness list for the week ending March 20.

Miss Ochenrider formerly in Children's underwear department has left the store to take up training as a nurse. We were sorry to lose her but wish her luck in her new work.

Miss Young who was transferred to the children's underwear department just made her first buying trip to New York. We hope she found it an interesting and successful trip.

Miss Arras, assistant in Infants' wear was struck with the flu germs and was absent for ten days.

On with The Royal Vagabond! Yes, we hear all about it from Miss Ladley and Miss Blitstein.

Mrs. Austin in charge of the Bobber Shop appointment desk has been absent for some time on account of illness in her family.

YE SCHOOLE GOSSIP

(With apologies to K. C.B.)

All day long they plan
* * *
For Monday night's class
* * *
At the ring of the bell
* * *
They powder their noses
* * *
They slick back their hair
* * *
Their ties are pulled straight
* * *
They shine up their "dogs"
* * *
They start forth for "school"
* * *
Instead of like snails
* * *
As Shakespeare once claimed
* * *
They join the wild rush!
* * *
First for the eats
* * *
"A ham sandwich for me"
* * *
"Two coffees for mine"
* * *
"Speed up the service"
* * *
"We haven't much time"
* * *
At Horne's back door they meet
* * *
They give the high sign
* * *
They've paid for the password
* * *
Up, up they go
* * *
Higher learning you see
* * *
Deposit your tickets
* * *
So you'll get your two bits
* * *
Listen hard to the speaker
* * *
What's that, he said?
* * *
Personality! Sure, that's good stuff
* * *
So's the art that they teach
* * *
Don't the girls all look better
* * *
Since they learned how to wash?
* * *
Didn't the men get intelligent
* * *
About all the new books?
* * *
Do you know how your mind works
* * *
Since psychology's taught?
* * *
No aint's any more
* * *
Since the Good English class
* * *
And what about banking
* * *
We'll be rolling in wealth
* * *
Now that Craig's made it clear
* * *
How the money things work
* * *
At the end come the cow bells
* * *
Now the real rush begins
* * *
All smiling faces
* * *
A good time was had
* * *
I'll meet you next Monday
* * *
Don't stay away
* * *
You'll want your diploma
* * *
Not to mention the quarters
* * *
Or the "feed" at the end
* * *
Oh, boy, what a banquet
* * *
Well, nuf ced, I guess
* * *
I THANK YOU

Belle Cyrille Fineman

DAME RUMOR TELLS US

That Miss Dwyer lost a perfectly good box of candy between Cuba and Florida, and has a pretty poor opinion of a certain custom's officer. And we have an idea that it was delicious candy!

That Miss Stephenson, of Ann Adams' fame, has a charm cast over her—all on account of the "left one." May it be a happy charm!

Educational Notes

EXCERPTS FROM CORRECT ENGLISH

GOT AND GOTTEN. Use got without "have, has, or had" to express past time. Use either got or gotten with "have, has, or had" to express perfect time (completed action) unless possession, necessity or obligation is expressed.

EXAMPLES—He got the book this morning. I have got or gotten to the point where I need the assistance of others. I have got or gotten the price that I asked.

CAUTION—Got or gotten is superfluous in the following sentences:

I have got my purse (Possession).
I have got to go (Necessity).

NOT AS FOR NOT SO—Agatha would never have thought out such a scheme. She was afraid of Reggie but not as much so as she would have been had she been more shrewd.

NOTE—"She was afraid of Reggie, but not so much so as she would have been," etc. is the correct form.

One properly says, "He is not so tall as I" not "He is not as tall as I," so, and not as, being required after a negative.

FURTHER AND FARTHER—They got no further than the confines of my room.

NOTE—"They got no farther than the confines of my room," is the correct form.

In the nice usage, farther expresses distance; further, that which is additional; as "Shall we walk farther?" or figuratively, "I shall not proceed farther in the matter; I have nothing further to say."

COUPLE AND TWO—Couple means two united; thus: "They (husband and wife) are a congenial couple."

She has two children (not a couple of children).

RAYON

Draperies—brocades and two-tone effects, yard goods—both silks and cottons, underwear—vests, bloomers, slips, hose, braid; these retail fields continually give evidence of the hold rayon, the new fiber, has upon the customer. We never had the lustrous glowing effect so noticeable in much of the newest merchandise until rayon appeared.

Rayon has among fibers a rather unique position. First of all man made it, a chemical mixture of vegetable products. Then it does not replace the old fibers but combines with them to enhance their beauty with its sheen. We have cotton and rayon, wool and rayon, silk and rayon, each combination more attractive than the plain materials. The possibility of making combinations is increased too by its propensity for certain dyes which the other fibers resist. The flood of two-tone effects is a result. An appeal to the average customer is the fact that because the products from which rayon is made are simple and independent of crops, the price is more nearly staple, in what we call the medium price group.

Fortunately the increased sale of rayon (it's volume of sales place it third of the fibers) is fast overcoming the old prejudice against fiber or artificial silk, a prejudice which grew because rayon was introduced as an imitation silk. It is now widely recognized that rayon has properties of its own, it wears well, it washes well if not handled too roughly, it has a brilliance of its own, and it has at last been recognized by the most particular style leaders as a style material. It has achieved its individuality.

SERVICE IN THE SWEATER DEPARTMENT

The Department was quite busy this afternoon and the salesperson came to me after a customer to whom she had given careful courteous attention had walked away without a word of appreciation for the attention she had received, saying:

"You don't have what I want."

Judging her words and actions I'd say she didn't know what she wanted.

The salesperson made no mention of this to me although I'm quite sure she knew I'd been observing.

"I want a sweater, light in weight and yet warm for a girl who's just recovering from illness."

"Do you care for the slip-on style?"

"Not for her, it would be too hard to get into."

"You want sleeves too, don't you?"

"Long sleeves?"

"Yes, and if possible a collar that will close up around the neck."

"I have such a pretty sweater over here about $5.00, would that be all right?"

"This touch of bright color makes it attractive to a person who's been ill and the body color won't soil easily."

"That's very pretty, but it looks so large."

"Oh you want a small size! I had you in mind but of course you don't want this for yourself."

"Size 32 I think."

"Oh then you could use a misses' sweater and I have the prettiest thing in Lanvin green" (she showed me five sweaters, each one meeting my requirements).

"I like this green one best of all."

"Will it be delivered tomorrow for sure? I want her to get it on her birthday."

As soon as I gave the address the salesperson said:

"She'll get it tomorrow I'm sure."

"Shall I get you a card to put in with it?"

"Please come over to the table and I'll get you pen and ink too."

When delivered the sweater was arranged most attractively and my card fastened with white ribbon was tied to the lowest button. All price and sales slips had been removed.

The man who is wilfully wasteful displays about as much intelligence as the fool who lights a cigar with a ten dollar bill.

There is very little new under the sun today except the whole-hearted application of those principles which already have been proved right and sound.

A Thing of Beauty is a Joy Forever

"And all of us can make ourselves more beautiful by accentuating our good points, and improving the weak ones." Thus spoke Miss Lee, Head of the Adoria Beauty Salon, to three large groups of employees. Moreover she proved this statement by telling just how a woman should care for her skin and hair, and demonstrating how it is done.

Everyone who heard Miss Lee has resolved to use at least seven minutes at night and four in the morning for beautifying themselves.

Miss Lee announced the beginning of the model plan, in which certain employees are chosen for a marcel, shampoo, hair-cut, manicure or other service. The service for which they are chosen is given free for the month.

New models will be chosen each month, and everyone is eager to be chosen.

Appearance is an important asset in your business success. You should give sufficient attention to your skin, your hair and your hands to keep them in the best condition.

The editor was promised an article by Miss Lee,but unfortunately she was ill for a week and could not give us the promised message. However, she said: "Tell everyone I am very grateful for the co-operation that was given for the lectures, and am happy that so much interest is being shown in the 'model' plan. It is a pleasure to work with those who so gladly enter into the spirit of a new idea.

We have an assistant, Miss Agnes Gustafson, in the Adoria Beauty Salon now, which makes it possible for me to give more time to general problems. I want all the girls to feel that they can come to me at any time with their personal good looks problems, and I shall be very glad to help them."

Interesting Items from Ann Adams' Service

From South Africa

Kaufmann's,
The Big Store,
Fifth Avenue,
Pittsburgh, Pa.

February 1, 1926.

Sirs:

As I was reading a certain newspaper called Today's News Today there I saw your address and read of so many interesting things which strucked my mind very much to write today and ask your Illustrated Catalogue which will contain all goods in General Especially the Rotarex Electric Washer, and the Horton Electric Ironer (Kaufmann's the seventh floor). I would like to be one of your dependable customers. Hoping you would not fail to forward same per the closing mails.

Expecting to hear from your estimable reply.

Yours truly,

E. O. JAJA.

Lyndhurst Factory,
Opoco, South Africa.

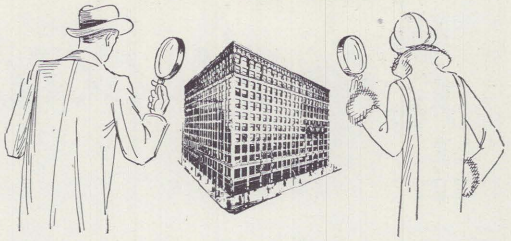
Heard on the Telephone Order Board

"Do you have a charge account?"
"Yes."
"What is your 'phone number?"
"551—get down out of there, Billy."

"Put me in the Basement—I want to talk to the counter in Wash Goods."

Recently a customer wrote to the store asking us if we could send her a white knit winter weight petticoat. She said in her letter that she had gotten one of these about eight years ago and was still wearing it. She liked it so much she wanted another.

"Know Your Store"



The tenth floor was the center of moving operations during March. For a while, carpenters and porters were moving partitions, desks and files, so fast and furious that the whole floor looked, felt and sounded as if an earthquake had struck it. Only a few carpenters are pounding and sawing now, and peace almost reigns supreme—on a new order.

The Paymaster's Office and the Training Department now occupy a large section which formerly was part of the supply stock room. Mr. Weiland is happy because he has a little larger space. The members of the Training Department are delighted to gain so much sunlight and air just as spring arrives.

The space from which the Training Department and Paymaster's Office moved is about equally divided between the auditing and advertising departments. Everybody in each of those departments now has plenty of elbow room.

And, by the way, the advertising department has made a resolution, not to be the mecca of all the complainers in the store. No longer can anyone take a half day to tell the advertising department what is wrong with advertising, the store, and the whole world. A brief sign announces, "Please transact your business at the counter."

A few changes in the location of merchandise have been made principally in connection with the children's departments on third floor.

Children's scarfs and belts have been moved from the main departments on first floor to a section on third floor.

Men's bathrobes have been moved from boys' clothing to the men's clothing department on second floor.

Fifth floor is a fascinating place these days. Every department has new and interesting varieties of merchandise.

Of course millinery is in its glory and millinery trimmings are blooming forth gaily. Miss McKenzie is very enthusiastic about the new imported ornaments and well might she be.

Imported feather flowers seem to be the very latest fad. There are all kinds of flowers, beautifully colored, very light and graceful, and looking as flower-like as any real flowers. French crystal ornaments and pins in many sizes and shapes also are much in evidence.

Just across the aisle is the bridal veil section, which is like a magnet to many of the girls in the store as well as to customer as June and wedding days draw near.

If you get discouraged with the weather on a cold, rainy day, try wandering through the greenhouse section on seventh floor to get a glimpse of spring. Arbors to fit any path or shady nook, ferns, flowers, and vines, —you're in the midst of a delightful garden.

Then if you are a true gardener, you want to go out and work in one of your own. Right there you can get your seeds, your tools, and everything you need. Gardener or not, you'll find it an interesting section to visit.

The Storagram

CONSULTING EDITORS

J. M. MEYERS M. A. MALONEY

EDITOR

HELEN BAKER

ASSOCIATE EDITORS

HARRY BROIDA C. J. HANLAN

PEGGY WIELAND, Artist

REPORTERS

Basement—MISS ESSTREICHER—Dresses
N. S. Warehouse—R. M. SMITH
1st Floor——D. K. THOMPSON—Jewelry
2nd Floor—DANIEL SPISAK—Sporting Goods
JOE MILLER—Cameras
3rd Floor—MISS E. MILLER—Infants' Wear
Mrs C. McLAIN, Juniors
4th Floor—MISS McGOWAN—Furs
5th Floor—MISS McCORMICK—Millinery
DAVE GLUCKMAN—Shoes
6th Floor—MR. GREER—Wash Goods
MR. ROTH—Barber Shop
MISS EPSTEIN—House Dresses
7th Floor—MISS LASHER—House Furnishings
8th Floor—MR. NICK KOLLING—Furniture
9th Floor—MR. DERBY—Draperies
10th Floor—MISS HALEY—Alterations
MISS SOBEL—Auditing
12th Floor—JACK LAGORIA—Stock Room
Forbes —GEORGE ERB—Delivery
JOE HADLEY—Garage

APRIL 1926

Spring

Spring at last! It was so long in coming, we were amazed at the first few balmy days late in March, and we're still rejoicing over every bright, sunshiny day.

In April, the whole world around us is undergoing a miraculous change, and our view of the world changes with it. We waken to sunshine, and if we are so fortunate as to have some trees in the neighborhood, we hear the birds' gay morning carols. The crocuses burst forth in their bright colors, the grass and trees seem to be striving to say, "Just see how green we are," the air seems to whisper, "Come out and play with me."

And spring fever! It's a dangerous disease because it takes us unawares and there is no absolute cure for it. One of the best remedies is to be outdoors as much as possible. Walter Camp's exercises are very well for cold winter mornings, but they can't compete with the outdoors in the spring. Try getting up a half hour earlier in the morning and walking part or all the way to work. Take a walk each evening, and spend as much time outdoors on Sundayas possible.

Nature is happy in the spring-time. She's generous in sharing her happiness, if we will accept her gifts of sunshine, trees and flowers.

COURTESY AT HOME

It's a common saying that "familiarity breeds contempt," and seems to be the general rule that we are less polite, less thoughtful of our friends than of strangers. It is not that we consciously try to be rude to the people whom we know and call our friends; rather we are likely just to think it unnecessary to keep up a pleasant "front," and know that we can "get by" with a little rudeness.

To be pleasant and kind takes no more effort than to be surly and disgruntled. The one is simply a smile on your face and in your voice, the other a frown and harsh words. It is just like pulling the switch one way and you have light, the other way and you have darkness. The one is just as easy as the other, and the results are so different.

If we are in the offices and someone comes to us with some question or an item to be looked up, do we do it cheerfully or do we act as if it were the last thing in the world that we wanted to do at that time?

If we're selling, do we give the employee—shopper the same attention that we give to other customers? The employee is just as anxious to know about the merchandise she is buying, to make sure that it is what she wants, as is any customer.

And how do we treat our fellow-workers, the people in our department with whom we work every day? Often it's a case of "I like most of the girls, but so-and-so gets on my nerves." Perhaps so-and-so is saying the same thing about you, and there is a continual feeling of ill-will between you. Why let one person make your days miserable? Decide that you will be nice to her, and you'll find that her attitude toward you will change.

A person to whom we may be unintentionally discourteous is the new employee. We aren't rude to her, we just ignore her, which is worse. She comes into the department, knowing no one and knowing very little about her work. A friendly smile, a helpful "Let me show you," will win her gratitude and convince her that your department is a mighty nice place in which to work.

If you have the right feeling within you, you need not worry about the correct time or place for courteousness. A smile and friendly word are always correct and bring the same good-will from your fellow-worker and the customer.

Our Newsboys

The Storagrams are distributed each month through a regular corps of newsboys.' 'Pat" Dolan of the advertising department inherited the family interest in the Storagram and is very good natured about getting them to the various service desks. Harry McCullough was a good assistant until he left us to work for Uncle Sam, in the army. Dorgan has taken Harry's place, and he and Pete, from the stock rooms, carry on the good work now.

At the service desks the floor superintendents become the distributing agents. On the tenth floor, Miss Bittner and her assistants, Miss Youngst and Miss McGee dole out the Storagrams at a central place.

To all the newsboys, the Storagram bows its thanks!

STORAGRAM EDITOR:

Just a note of appreciation for the wonderful improvement in our chiropodist's office and also for benefits from treatments I received there.

I feel sure if our employees knew more about it, they would take advantage of this department.

—JENNIE DURING,
Dept. 49.

COMING GREAT---"TH

Talent of our fellow workers revealing itself

Do You Recognize Any of These ?

The idea of offering an amateur production to th Pittsburgh public for one full week was a daring one It takes daring ideas to accomplish something unusual and our store is unusual in undertaking the production of The Royal Vagabond. Credit for the idea belongs to Mr. O. M. Kaufmann and it was his enthusiasm for the project that gave such excellent stimulus to the plans and organization for carrying out the idea.

MR. and MRS. The

Two important steps toward the success of an amateur production were the choice of the play and the choice of the coach. A lucky star hovers over George M. Cohan's "The Royal Vagabond," and it is interesting to know that it started on its nation wide successful career in Pittsburgh in the Nixon Theatre.

Mr. Frank Shea, who is staging The Royal Vagabond for us, had a prominent part in its first

CAST OF CHARACTERS

In Order of Their Appearance

CHEFCHECK, the Inn Keeper	Theodore Kreiger
MARCEL, the Barber	Jack Bick
JANKU, the Apothecary	Raymond Heyman
ANITZA CHEFCHECK, the Milliner	Florence Kuhlman
COLONEL IVAN PETROFF	Ernest Malapert
SIXTUS, an officer	Roland Freidlander
PRINCE STEFAN	DAVE Gorman
PROFESSOR ROBERT AUBREY MONTAGUE HOPKINS, his tutor	Harry Mohr
PRINCESS VIOLETTA, First Lady of the Bath	Florence Schwartz
PRINCESS HELENA	Ada W. Minneman
QUEEN OF BARGRAVIA	Mary Morrison
QUEEN'S PAGES	Madge Ruffing, Margaret Yenke, Rose Ault, Eliz. Williamson
WANDA	Norine Palandri
JOSETTE	Elenor Boyd
THE MESSENGER	Patricia Peiffer
DRODONO	
AIDE TO QUEEN	Frank Kypta
BISHOP	Lawrence Broecker
QUEEN'S BODYGUARDS	
FANNETTE, SUSETTE, TOINETTE, BABETTE, NANETTE, FLORETTE, ANNETTE, JEANNETTE, KIKI, FLUFFY, ZAZA, FLO FLO, FIFI, NALDI, CLEORA, ROZELLO — THE DANCING DEMONS	Helen Sullivan, Mabel Spangler, Ruth Lieberman, Edna Johns, Elenor Boyd, Margaret Walters, Edith Wobb, Leah Levine, Leona Sauers, Bertha Hoffman, Mary Connelley, Esther Blisk, Larue Hull, Irene Casey, Margaret Orr, Norine Palandri — THE SUNSHINE DANCERS

Four Stars and part

E ROYAL VAGABOND"

nder careful direction of Mr. Frank W. Shea

presentation. Since then he has had much valuable xperience in producing "The Royal Vagabond" in mateur groupsfor various large organizations. In every way, he is equipped to select and train the best talent in the store. And you will be surprised to see what talent has been lying dormant around us.

NK W. SHEA
ucers

Our fellow-workers have set a stiff goal for themselves when they aim to make our production in every way equal to the professional production. Mr. Shea says "They're a fine bunch, and they're going to put on a great show."

Let's prove to them that we appreciate their talent and their efforts by giving them a full house every night.

Some of the Dancers and Court Ladies

e Opening Chorus

Tickets for The Royal Vagabond are now on sale at ever yservice desk. In the non selling dapartments the managers have them for sale.

PRICES AS FOLLLWS

Boxes	$3.00
First Floor	2.50
Front rows balcony	2.00
All other seats in balcony	1.00
Gallery	.75

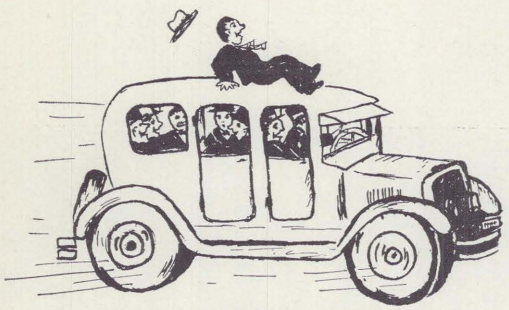
The tickets which you purchase are to be exchanged at the Nixon box office after 9:00 A.M., Thursday, May 6th.

Only twelve thousand tickets need be sold to fill the Nixon every night of the week of May 10th. And that is not many. Do you realize that in order to sell this number, each employee need buy or sell only four tickets? Just as easy as all that, and we have a full house each night.

Buy your tickets now! Talk about The Royal Vagabond to your friends and neighbors. If you are interested in selling tickets, see your department head, Mr. Roland Friedlander, or Mr. Joseph Meyers.

Mr. B. L. Traub has charge of all publicity. Talk over with him any publicity ideas you have.

It's going to be a big success and each one of us wants to help in it.



ON TO THE BATTLE!
The N. S. Bowlers Going to Meet Erb's Team

What's the matter with the store bowlers? Mr. Erb of Forbes Street put a challenge in the March Storagram for the five best bowlers of the store and the North Side Team had to take it up.

The two teams met on Wednesday evening, March 24. There was a crowd of rooters for both sides. The score was as follows:

FORBES STREET TEAM

	1st	2nd	3rd	Total Pins
Robson	129	137	145	411
Schmidt	119	86	120	325
Dietz	150	155	84	389
Koms	135	145	114	394
Erb	138	168	117	423
TOTAL	671	691	580	1942

NORTH SIDE

Croke	141	157	149	447
Weber	86	97	100	283
Wells	84	107	135	326
Gundecker	65	93	146	304
Stewart	106	117	112	335
TOTAL	482	571	642	1695

Dick Croke was the outstanding player in the contest.

Hunz Gundecker and Weber were too afraid of the foul line to do their best.

Robson and Kome from Forbes Street did some very nice work.

Uncle Erb was a little excited at first over an argument governing the rules of the foul line but we have to admit that he can bowl.

The North Side boys hope to meet the Forbes Street team again in the near future.

NORTH SIDE LEAGUE
Standing of Teams—March 29, 1926

	Won	Lost		Won	Lost
Walnut	18	6	Mahogany	14	10
Birch	15	9	Pine	8	16
Maple	14	10	Chestnut	6	18
Oak	14	10	Poplar	5	19

Scores by Game—March 29th

CHESTNUT VS. PINE

Claherty	70	103	78	Boyle	73	89	126
Wiskerman	79	76	96	Chiapetti	54	61	52
Beardsley	87	102	67	Jahn	82	86	100
Bosworth	72	113	83	Marks	93	88	113
Bottorf	83	130	116	Shriver	73	110	90
	391	524	440		537	456	487

WALNUT VS. MAHOGANY

Smith	127	119	96	Uschler	114	98	92
Nagle	90	108	144	Fastian	107	75	78
Harms	100	85	85	Weber	91	94	108
Flaherty	111	105	114	Schmoulder	126	95	105
Gundecker	97	107	90	Bauers	99	104	104
	525	524	529		537	456	487

BIRCH VS. MAPLE

Carlin	101	102	99	Cote	74	81	82
Hendrick	69	66	93	Stewart	156	118	119
Geis	86	78	76	Knapp	64	61	58
Croke	120	144	120	Drexler	75	81	82
	376	390	120		369	341	341

POPLAR VS. OAKS

Spencer	89	112	83	Wells	125	97	105
Lunz	78	95	87	Zellman	84	67	81
Engel	74	82	54	Smith	62	90	69
Doscek	89	78	76	Stock	101	103	100
Roellinge	94	79	114	Bush	86	114	83
	424	446	414		458	471	439

THE STORE LEAGUE
Standing of Teams—March 25, 1926

	Won	Lost		Won	Lost
Remnants	64	27	Contingents	47	49
Odds and Ends	59	32	Wagon Calls	45	46
Send Agains	52	39	Overgoods	31	61
Bargains	40	51	C. O. D.'S	26	65

Scores March 25

SEND AGAIN

						Totals
Drake	157	109	125	107	146	644
Dummy	92	96	91	98	88	465
Dummy	115	122	76	108	105	526
Thomas	122	141	119	124	127	633
	486	468	411	437	466	2268

OVERGOODS

Heilman	115	122	91	124	88	540
Thieret	92	129	130	112	105	568
Lhota		155	121	108	107	491
Linder	118	96	76	98	106	494
Dummy	122	...	...	...	...	122
	447	502	418	442	406	2215

ODDS AND ENDS

Stevens	103	107	116	125	131	582
Follet	91	104	86	136	102	519
Burton	122	123	80	121	81	527
Weiland	132	134	144	157	118	685
	448	468	426	539	432	2313

WAGON CALLS

Mills	84	106	80	112	171	553
Danner	96	118	109	74	122	519
Fichter	93	112	122	138	121	586
Walker	109	94	152	100	146	601
	382	430	463	424	560	2259

CONTINGENTS

Schmidt	79	112	83	104	142	520
Robinson	85	104	91	93	128	501
White	131	111	162	174	98	676
Hadley	83	83	102	106	89	463
	378	410	438	477	457	2160

C. O. D.

Ertle	105	102	74	125	100	506
Grounds	104	88	138	105	105	540
Meyers	67	93	102	83	91	436
Roth	101	93	113	140	105	552
	377	376	427	453	401	2034

REMNANTS

						Totals
Garrity	100	108	127	122	105	562
Gavin	100	108	112	95	89	504
Koms	150	150	105	151	160	716
Erb	107	134	127	145	135	648
	457	500	471	513	489	2430

BARGAINS

Kelly		96	103	111	310	
Burrell		98	86	78	262	
Dummy	105	95	89	289		
Dummy	112	122	105	339		
		411	406	383	1180	

Hi-Lights on the Shoe Department Banquet to Mr. Cohen

The banquet given to Mr. Cohen upon his return from his first trip to Europe was held in the eleventh floor dining room on March 22. Mr. Walters acted as toastmaster, and all the shoe departments were represented.

From the advance sentiment on the banquet, it was supposed to be a dull affair; but for those who were not there, allow me to say that it was one of the happiest and jolliest that I have attended, with humor as the keynote of it. Everything was impromptu, "except the eats, they were prepared." Everyone seemed to have placed himself in the banquet, for volunteers for the entertainment were gotten without a second coaxing. Music, singing, and speeches were interspersed in just the right places to make a delicious menu of entertainment, which everybody filled up on.

Miss Martin started the fireworks with a Charleston dance, followed by a little side dance by Miss Tobias and Mr. Schapper. Miss Sara Lytton with Mr. Burns sang "Pal of My Cradle Days" which well deserved an encore.

Mr. Cohen, the guest of honor, was then called upon. Being very generous he conceded this honor to Mr. Putzel (the only stranger present) who is manufacturer of the Arch Grip shoes.

The high spots of the trip were just touched by Mr. Cohen. He preferred to sit down while he talked, and considering the rough seas they had encountered on the return trip, we naturally excused him. France, Switzerland, Ireland, Germany, England, Czecho-Slovakia, and Austria-Hungary were the countries he visited. He took in the Bally factory whose shoes we sell, commenting in particular on how the people love their work in Switzerland. In Frankfort, Germany, he said the streets were so narrow one could almost reach across the street into the other apartment's windows.

An interesting incident Mr. Cohen mentioned showed the versatility of the Austrian widows. On asking for a manicure, and then for a chiropodist, he found this same widow performing these jobs, and even shaving, merely changing her costume for the respective jobs. "I suppose economic pressure forces them to be such all around women."

We asked whether they had prohibition in England. He said "In some parts of London." We have it in some parts of the U. S., also, Mr. Cohen.

After visiting the Eastern countries, he said he was glad to get back to beautiful Paris. He ended by saying he was glad to see the Statue of Liberty, arriving two days late.

"More singin." When they asked everybody to sing "Remember," Shaefer, men's department, said he spoiled a good mouthful of smoke from the fine cigars that were given out.

All the other executives spoke. Mr. Burns spoke on loyalty, upon which Mr. Walters paid a fine compliment to Miss Nettie Mar of the stock rooms. Mr. Putzel was called upon, and claimed laryngitis as his reason for so few words. Mr. Finn put in some advance information on the courtesy and interest for the June Anniversary. Mr. Herman, buyer of basement shoes, spoke of the prestige that our I. Miller and Adoria shoes have. Mr. Horn kept off the serious side by telling a few stories. Mr. Boyle, chiropodist, spoke of the cooperation that could be extended to his department and vice-versa. Mr. Ballintyne, Mr. Grauer, and Mr. Fitzpatrick got nearer business discussions. We hated to talk business, but Mr. Walters said, "We missed the weekly meeting this morning, and it has to come out."

Then the women were called upon to speak. Miss Wellington and Miss Lieb promised to back up Miss Wall; Miss Feigleman and Miss Myers offered to support Miss Morgan; but they all said they'd had a hard day and their legs didn't feel just right. I guess they were saving their speeches for the morning after the banquet, as usual. "You know."

The climax of the entertainment was reached when Mr. Price, former professional magician, pulled off his "making the coin disappear in the other plate." Mr. Palmer, helping, secreted himself cleverly under a table before Mr. Schlaffer's performance on the violin. Palmer said, had they clapped for a few more encores from Shlaffer, he would have strangled to death. Palmer was to drop the coins in his plate under the table when Price counted. He forgot the first count, and oh, what a wow! Price's other tricks were very good. Mr. Friedman was one of the best volunteers. He volunteered every one else's services. He tried to hook Murray and Luft into singing together but they also scored on the laryngitis excuse.

A vote of thanks was given to Mr. Horn's son and daughter, Milton and Carolyn, who furnished us with excellent music. Mr. Horn has some up-to-date musicians. They didn't play "Home Sweet Home" for the final, but "Show Me the Way to Go Home."

The banquet ended at about 9:15 and everyone agreed that we should not wait till someone else takes a trip to Europe before having another such party.

ART NEEDLEWORK DEPARTMENT

Did you see the pretty hooked rugs on display in our department? Don't miss seeing them, for you will surely want one for your room. Mrs. Jessup can tell you all about them.

A party of enthusiastic girls from the department went bowling one night. Yes, it's good exercise and all that. Well, they made arrangements to go again, and ONE girl remembered the engagement.

Are you at a loss what to give to that shower or wedding? A visit to the French Room in the Art Needlework department will help you, for there is a French Room in our department. (The editor apologizes for having overlooked it in the "Know Your Store" column of last month.)

Mr. Brodegan can smile so sweetly when he O. K.'s a package for a good-looking customer. We know he's going to reveal all his charms as one of the "Sojers" in The Royal Vagabond.

Congratulations

Mr. and Mrs. Thomas J. Drew are the proud parents of a baby girl, born Sunday March 28. Mrs. Drew is well-known in the store as Miss Craig, formerly in the superintendent's office.

Have you noticed how happy Bob Haight of the Import department is? He's still celebrating the birth of a daughter, March 31. This young lady must have a real interest in Kaufmann's as she has several aunts and an uncle as well as her daddy in the store.

News from Across the Pond

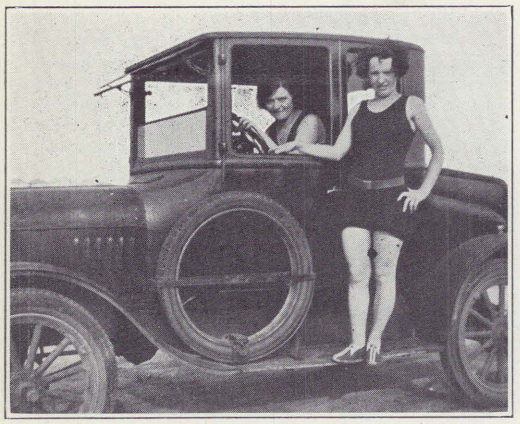
No mystery is too deep for Fastin. If necessary Charlie will get up before breakfast to solve it.

"That's just like a Ford," exclaimed Finney, the mail carrier, when he came into the warehouse asking help to get his car off the car-tracks after the axle had broken.

On March 6 the stork delivered a nine and a half pound girl, Doris Mae, to "Bosy" and Nancy. Mr. Bosworth is assistant shipper at North Side and Mrs. Bosworth was formerly in the print shop. Congratulations to them and a merry life to Doris Mae.

No, Degen didn't fall out of a window this time. He just ran a knife in his hand. Tough Degen!

Did you hear about the new church Mr. Engel and Whitey Harmes are building? Those boys surely will reach heaven some day. Zinser also is giving a helping hand to the church.



SIGNS OF SUMMER

Sarah Zehfuss, N. S. Adjusting Office and Mamie McVey of the Hosiery Department.

The picture was taken while they were vacationing at Atlantic City last summer.

The three wise men would make some bowling team. No, not Hart, Schaffner and Marx, but Gottschaldt, Guckert and Cummins.

Andy Lunz is two bucks in the hole now, and Gus Urschler is two ahead. Gus says, "Root for the mahoganys!" Andy says, "They need it."

It's kind of nice to have a member of the police force carry your basket on Saturday evening, isn't it, Miss Thompson? I'll bet J. B. does not know about this.

Mr. Gottschaldt is now singing, "My wife went to the country, hurrah, hurrah!" But wait till she comes back.

Here comes Punny now. He's about the nebbiest guy I know, outside of Swan. Since Punny was elected President of the bowling league, he wears smaller hats or something, 'cause they do not fit his head.

The president of the Grandmothers' Club has made several threats against the writer, but Secretary McCarthy assures us that the president is harmless.

When Zellman of the Oaks made three strikes in the last frame a near-riot resulted.

Now we know why Bertha Hamm likes McCue so well. McCue's ambitions are to be a policeman and you know how women fall for the uniform.

Makes you feel kind of important when you get a card from Mr. E. J., and all the way from gay Paree, too. Mrs. Geis and Mr. Engel both received one of these cards.

After the bowling contest on Monday evening, March 8th the boys had a little theatre party. Al Chiapette helped to make it a real one.

A base ball team is now forming at the North Side and any ball-players from the store or Forbes Street who would care to join are welcome to do so.

Lucky the bowler who gets all strikes, because he hasn't any time to spare.

When is a bowler not a bowler? When he's a pool shark.

MONESSEN TRUST COMPANY

Monessen, Pa., March 26th, 1926.

Mr. P. J. Claherty, Adjuster,
Furniture Office,
North Side Service Station,
Pittsburgh, Pa.

Dear Sir:

With reference to your kind letter of February 23rd, in regard to our dresser mirror, I now beg to inform you that we have received from you yesterday the mirror in question, already repaired.

It is certainly gratifying to buy from a Firm like yours, for one can at all times depend upon your distinguishable qualities, i. e., guarantee of all goods and an unsurpassable good service.

Thanking you very much for the kind favor you did to me, I beg to remain

Very truly yours,
(Signed) A. HORNICKER,
Assistant Manager.

Ninth Floor

Cards have been received by a number of people in the store from Mr. Daugherty of the rug department who reports a wonderful time on the balmy Pacific Coast. He sends his best regards to all his friends and says he will be back among us soon.

Mary Donaldson who has been on the sick list for more than six weeks is back on the job again, and looking fine.

The latest addition to the personnel of the drapery section is "Sid" Dickler. Sid says, "I like it."

The awning department begins to take on the appearance of the good, old summer time.

Credit Office

Miss Margaret Kirschner of the Credit Office left Thursday, March 18, and sailed off to West Virginia to be married. She is now Mrs. Paul Hudson.

The Credit Office gave a shower for her and she received many lovely gifts. Best wishes to her.

FOUND

A Stand-By Club Pin on a 79 street car. Call Mrs. Jort, Grant 7450, Line 148, or inquire at employment office.

Condolence.

The Storagram extends its sympathy to Mrs. Reynolds of Mr. Adelsheim's Office, who lost her father recently.

The Storagram joins with the fellow-workers of fourth floor in expressing sincerest sympathy to Miss McGowan, whose mother died March 12.

Heard in the Interior Decorating Department

Customer to Mrs. Pease: "My, you have such attractive things here, and (pointing to a small cabinet) that is such a darling budget bureau."

Eleventh Floor Notes

Overheard in the Gift Shop daily:

Enthusiastic Customer: "Why I had no idea that Kaufmann's had such a beautiful department!"

Enthusiastic S. P.: "Yes, we have as charming a Shop of this type as any in this country; others surpass us in point of size only."

(How many people know this?)

Straws, they do say, show whither the wind bloweth. We think diamond rings do also. If you wish further verification, we refer you to Miss Zeller, late of the Gift Shop.

The grippe epidemic obtained a firm foothold on the eleventh floor during the past few weeks, causing many absentees, including our Floor Superintendent, Mr. Hannon. We were all glad to see him back once more on his busy rounds. His able assistant, Mrs. Skillen, took charge of his work as far as possible during his absence.

"Everybody happy" is always the reply when questioned as to how things are going in the radio department. "And noisy too," says Petey the parrot, who thinks he has an overwhelmingly successful competitor there at times.

We are sorry to lose one of our genial members of the radio department, Mr. George Conard, who leaves to take up the contracting business with his father. George radiated so much golden sunshine from his eyes it seemed to encircle his whole head. He takes with him our best wishes for his future success, as well as other little remembrances to recall his days spent with us.

Should anyone care to know what is the most popular music of the day, Marie and Mabel—in the sheet music department—would no doubt absentmindedly suggest "How to Reduce," or "It's Housecleaning Time—We Don't Say Maybe."

The members of our victrola department were treated to a royal good time with a real punch in it on the evening of March 19th by the Standard Talking Machine Company.

They were delightfully entertained by a demonstration of the new $1,000 orthophonic victrola, and Mr. Jack Smith—the new victrola artist—sang several new songs. Miss Helen McDevitt won first prize for dancing the Charleston.

(By the way, it looks very much as if we should lose Helen soon, judging from a new light in her eyes reflected from the sparkler on her finger. Congratulations to the party of the second part, whoever he is.)

General dancing was enjoyed until the wee, small hours and all went home on the wings of the morning merry and happy after having spent a most delightful evening, which included unusually delicious refreshments. However, all were ready to repeat the "punch" next morning, but this time with the time clock.

Mr. Scalzo is doing his best—which is saying volumes—to acquaint his listeners every noon with the beauty and alluring charm of the music we are to enjoy in our coming opera "The Royal Vagabond."

A Japanese life insurance salesman at Los Angeles was asked to explain his splendid success.

"I go out into the country in my little car," he said.

"I see Japanese boy in field.
"I say: 'You carry life insurance policy?' "
"He say: 'No.'
"I say: 'You dam fool, sign here.' "

Women's Coat Department

On a Saturday evening late in February, the entire coat department gathered at the home of their buyer, Mrs. Magoris, more generally known to all of us as Miss Bond.

Dinner was served to twenty-five. During the evening our genial floor manager, Mr. L. Broeker was presented with a beautiful white horse, which it seems was intended to be a mascot for department 29.

The musicians for the evening were Miss Marie Yeager and Miss Sadie Berkowitz. Exhibitions of fancy dancing were given by Miss Skillen, Miss McGlennon, Mrs. McCrory, Miss Stein, Miss Rowlan, Miss Law, and Mrs. Clara Pilgrim. The elocutionists who entertained us were Miss Britt, Miss Upperman, Miss Deibold, and Mrs. Coombs.

Light refreshments were served before the guests left. The party broke up with only one regret, and that was that it ended too soon.

Miss Eva McQuillan of department 29 left on Saturday, March 13, for New York City which will be her home. She was with us for five years and we will miss her cheerful, smiling way very much.

The girls presented her with a beautiful purse of lizard leather. Our thoughts go with her and our hopes for her future success.

SEVEN AGES OF WOMEN

Safety-pins
Whip-pins
Hair pins
Fraternity pins
Diamond pins
Clothes pins
Rolling pins

—COLGATE BANTER.

Wool—From Sheep Skins to Golf Sweaters

A little use of the imagination will carry us back from the modern golfer in his fancy jacquard sweater to primitive man in his covering of sheep hides. The hide protected the latter from wind, cold and the other elements until some cave man discovered that the hair when cut away from the hide would mat or interlock. By twisting and drawing the fibers, he made a yarn which when woven provided him with cloth. His friends imitated the idea and found various uses for the cloth. They made wrappers for their bodies and cut bandage-like strips for their feet and legs.

The woven materials made warm and strong wearing apparel but lacked elasticity. As the races became domesticated, they lost some of their primitive toughness and began seeking more comfortable clothing. They found that by interlocking a series of loops of yarn, a more desirable fabric could be produced. The garments made in this way were elastic and porous. They conformed to the shape and movements of the muscles and relieved the feeling of congestion that woven clothes induced. The "Warmsers" of Germany and the Cardigan jackets of Wales are among the first types of knitted outerwear made.

Until about 1850 the sweaters were knitted at home by women. However, the Industrial Revolution of that period produced an effect on home knitting as it did on many of the other home manufactures of our great-grandmother's day. Several French and Swiss inventors made knitting machines and began producing sweaters on a large scale. After the Civil War, the machines were introduced into America. Knitting mills sprang up around Boston and New York, the American wool markets. The sweater machines were used to make the Cardigan jackets, a medium weight, V-neck, coat style, until 1890.

The bicycle craze of the nineties brought into existence the crew-neck jersey in various colors. Many changes and improvements have since been made in the construction and composition of this first slip-on sweater, and upon the old Cardigan jackets or "warmsers."

Many manufacturers of woolens took advantage of the possibilities the sweater field showed them. They saw the fact that since sweaters were elastic and porous, they could be adapted to every human activity. They produced a variety of weights and styles so that sweaters could be worn indoors, outdoors, for work, play or relaxation.

This wide market for sweaters has taxed the ingenuity of not only the knitters, but that of the spinners and sheep raisers as well. Sweaters produced such a great demand on the higher grades of woolens and worsteds that experiments were conducted to improve the quality and increase the quantity and utility of the fiber. The Saxony and Merino were crossed to produce a wool whose length lent itself to combing and the wave gave it the felting quality necessary for spinning. The felting is caused by the interlocking of the waves which holds the yarn together.

The art of spinning and knitting was developed extensively and now manifests itself in the ability the spinner and knitter have to blend the various types of fibers and yarns. In blending his yarns, the knitter tries to give his product high tensile strength, and to keep down the cost of production. He accomplishes his aim by the correct handling of the various types of yarns. Suppose a knitter wants to make an ideal shaker coat. He knits it very closely of ten strands of pure worsted. This gives the sweater all of the most desirable qualities. It has tensile strength, wear-resisting qualities, and a life-like lustre in the color. To reduce the cost of production and still hold close to such an ideal is the problem that confronts the knitter.

In a modified degree, the same problem confronts the buyer of sweaters. He wants to pay as little as possible and to obtain a sweater that will wear well, fit well and look well. One who does not wish to invest in a pure worsted sweater of the type described may select a coat made of fewer strands of worsted or one made of a combination of worsted and wool.

Wool strands are spun of short fibers called noils which are found close to the hide of the sheep. The wool fibers or noils are separated from the long worsteds in a process called carding. The wool is considered inferior to the worsted because it lacks in tensile strength, lustre and the length necessary for combing. Wool fibers, however, are very wavy and interlock readily. This interlocking or felting provides resistance to wear caused by friction. To take advantage of this feature, a practical garment can be bought which is made of three strands of wool and three of worsted. This will give more satisfactory service at a lower price than a six strand pure worsted coat.

Worsted and cotton, knitted together, with the cotton on the inside, make a good, inexpensive work sweater. The mixture of cotton lowers the cost of the sweater without reducing the warmth or the color qualities. The least expensive yarns are the merinos, a combination of reworked wool and cotton. The sweaters made of such yarns are cheap in price, but they are expensive when considered economically. They usually cost from 30% to 50% less than a better sweater but give only a small fraction of the wear.

The dyeing and tailoring of a sweater deserve almost as much consideration as the yarns. Worsted yarns have a natural lustre which they retain when dyed by the chrome process. This process makes the color absolutely fast except to sunlight and strong chemicals. The wool, merino and shoddy yarns are dyed by the acid process. The resulting color is very dull and not fast. Acid perspiration affects this dye more easily than the chrome dye. A chrome dyed sweater washed in the lukewarm suds of a non-alkaline soap will not fade.

At first glance and to all but the very critical, tailoring appears to be more or less of a superficial thing and an unwarranted addition to the cost. Upon analyzing, however, the tailoring and its effect as to service and style, we find that the additional cost is money well spent. A fashioned collar will lay better and sleeves and body shaped in conformity with the muscles of the arms will make a sweater more comfortable and it will show a certain individuality put into it by the maker. A correctly tailored garment is assembled by hand. The body and the various parts, such as the collar, sleeve and cuffs, leave the machine with loops which are joined with strands of worsted. This process makes the sweater as strong as if it were made in one piece and still retains the natural elasticity that a knitted wool garment should have.

—Daniel S. Spisak.

A NOTE OF THANKS

Mrs. Reynolds wishes to thank the members of the Forbes Service Station who so kindly sent floral tributes at the time of her father's death.

INTEREST-BEARING NOTES

BASEMENT NEWS

Miss Gallagher of the Wash Goods department is spending a number of week-ends at Bulger, Pa. Looks like wedding bells. She says not, but numerous telephone calls add to our suspicions.

Mr. Barner is back on the job after a few days illness.

The new column lights make a wonderful improvement in our ready-to-wear department.

Mr. Rush has been transferred from floorman in the basement shoe department to the third floor. Mr. Binline, who has been appointed to succeed Mr. Rush, is alert at all times to what is going on.

Mr. Bromlee, the floorman in millinery department has been kept on the jump looking after the pre-Easter shoppers.

Miss Malone of the waist department has been transferred to records. We have plenty of music now.

Miss Fitzwater is going up, having been transferred from waist department to office work on eighth floor.

Mr. Bodine is all puffed up over the new millinery work room. It has just been completed in his department.

Several of the wash goods force have been out ill recently. Helen Sheloski and Norman, our stock boy, have been hit by the flu germ. Miss Bergman has had trouble with her eyes.

Have you noticed how happy Mr. O'Donnell is these days? There's a reason—a very attractive fiancee, Miss Schuyler, furniture chosen, and signs of a wedding soon. Congratulations, Mr. O'Donnell.

Stationery Department

Everybody in the stationery department was surprised when they came in Saturday morning, March 27 and found part of their first floor section and the balcony beautifully carpeted.

Marie Fedderoff promises something attractive in exclusive foot-wear to match the new carpet.

Miss Gilleland who has been ill for some time thinks the nice spring weather will be a good tonic. We hope that her health improves rapidly.

Toilet Goods Department

Miss Knauer surprised us with something bright on her left hand and claims it's only a gift. The nicest gift of all, we think!

Nothing rings as loud as our Belle.

Miss Betty Kaufmann has been initiated into the family. Good luck, Betty!

Ann and Mary are the prominent girls of the department. We'll watch them shine in The Royal Vagabond.

Why invest your money in canaries, when Miss Rosenthal is one of the best warblers?

Our Marion may be short in height but she has a long reach.

Mollie, who is this fellow that you talk so much about?

Although our busy Mr. Simon is a radio and basket ball fan he still finds time to attend one of the Monday evening merchandise classes.

Miss McKenzie has a warm spot in many hearts in the store. We caught a glimpse of the lovely flowers that were going to her on Easter, and know that many, many good wishes went with them.

Handkerchief Department

Ella says she is free as air now—no strings on her whatever. But if seeing is believing, we would say there are still about six strings in evidence.

If you don't think love is blind, look at Mitzi. She can't see any of us since she met Joe. Wouldn't be at all surprised to see her wearing blue glasses.

Renne Long has fallen too. We'll all be broke in June, if not before.

Three wise monkeys—Helen Carrol, Betty Herman, and Mitzi Schaaf.

We miss Mr. Protzman's cheering presence since he has been transferred.

Jewelry

Comments of surprise and delight were heard in the jewelry department over the new method and new departure in mountings now being shown for diamonds. The platinum and white gold mountings have been designed especially to show the diamond at its greatest beauty.

Miss Kiley is now selling pearls.

Mr. Thompson has been taking frequent trips to East Liverpool, Ohio, on account of the illness of his mother.

Tenth Floor

You should see Leona and Jimmy, the barber, demonstrating the Charleston 'most every noon. Jimmy can Charleston as well as he can shingle.

Another wedding from the Auditing office. Miss Rebecca Keller was married to Mr. Joe Schmidt on April 14. She received a lovely tea set from her friends in the store.

Men's Clothing Department

Lee Goldman,it was said, took five editions of the last Storagram. Perhaps we would too if it contained our picture.

Simon is again proclaimed the department's most able speech-maker.

We wonder why Finnerty was absent for a whole week. Can anyone tell us?

Come down to our department and see the two stock boys Ed and Fred go through their stunts. They just make visitors sit up and take notice.

The article on "Wool and Sweaters" prepared by Daniel Spisak was written chiefly with the idea of helping our co-workers and their friends in the selection of a sweater. We believe, however, that it can also be made to serve as a guide to others in the store who are selling knitted or woolen goods.

It is an interesting as well as instructive article, and shows a knowledge of his merchandise which is most commendable.

Diseases of the Kidneys

Report on Talk by Dr. Wechsler

On Thursday morning, March 18, Dr. Wechsler gave a most instructive talk on diseases of the kidneys. The thirteenth floor restroom where the talk was given was filled with employees, showing an increasing interest in these helpful talks on health.

First, Dr. Wechsler explained the structure of the kidneys, their location, and how they function. He stressed the importance of an examination of the urine in diagnosing kidney trouble. The examination should be both chemical and microscopic. If there is any disease, one or the other examination will reveal it.

It also is important that there be more than one examination before a satisfactory diagnosis can be made. There may be temporary indications of disease in one test which may not appear in a second or third test. For example, sugar in the urine is indicative of a diabetic condition. But very frequently it is found in the urine after a heavy meal of carbohydrates and does not necessarily mean that the person has diabetes.

The study of blood chemistry only recently has become a factor in diagnosing diseases of the kidneys. The value of a study of the blood in connection with diseases of the kidneys is based on the fact that in a serious disease of the kidney there is usually an accompanying poisonous substance in the blood.

The various types of kidney disease are:

Floating kidney
Brights' Disease
Kidney stones
Tuberculosis of the kidney
Tumor or cyst.
Pyelitis

Floating kidney is not a disease but only a mechanical condition often found in very thin people because there is not enough fatty tissue to hold the kidney in its usual position. It is not a serious condition unless it causes a kink in the kidney and prevents proper excretion.

Brights' Disease is an inflammation of the kidney due to an infection, poison or toxic condition. It may be only temporary in connection with some other ailment, or it may be chronic. In the chronic state, the kidney will become enlarged, then contract and stop functioning.

Many people suffering from a backache more or less severe imagine that they have Brights' Disease or some kind of kidney trouble. Also they often assume that swelling of the ankles or under the eyes is a certain sign of kidney disorder. A backache in most cases comes from a muscular strain as a result of poor posture. Swelling may result from various conditions. It is easy for a person to observe some symptom in himself, worry about it, and perhaps treat it with patent medicine. A doctor is very thorough in his examination and careful in his diagnosis, because diagnosis is the most important part in the cure of diseases of the kidneys.

The cystoscope and x-ray are valuable in diagnosing kidney stones or tumor. The symptoms of kidney stones are similar to those shown in acute appendicitis, particularly the pain in the right side.

Pyelitis is not a disease of the kidney itself but is an infection which spreads from the bladder through the ureter to the kidney. It may be caused by pressure or by constipation or other bowel trouble.

The treatment of any disease of the kidneys is comparatively simple after the correct diagnosis is made. Kidney stones or tumor may require an operation. If one kidney is removed on account of its diseased condition, the other kidney always becomes larger and is able to do the work formerly done by both.

No medicine directly helps diseases of the kidney. Brights' disease is best treated by rest and diet. Meat is no longer altogether prohibited in Brights' disease, but rather all albuminous foods (proteins) are limited. It is always well to drink plenty of water.

Do not judge for yourself that certain symptoms you may have indicate kidney trouble; do not try to treat it with patent medicine. A thorough examination is the only way of safely determining what is wrong, and then you will know what treatment is or is not needed.

A RADIO BEDTIME STORY

Why the Complaint Department was Changed to the Bureau of Adjustment.

DEAR CHILDREN:

Many, many years ago when the "Big Store" was just a "Little Store" a lady whom we will call Mrs. Jones—because that was her name—marched indignantly into the office of the proprietor and said, "Your delivery boy hitched his horse to the apple tree in my front yard and broke a branch." . . . .

And that was the first complaint.

Then, as the years passed on, the Wise Fathers of the Little Store-That-Was-Growing-Up got together and they said, "It's a bad business, these complaints. What shall we do about it?" And they all puzzled and pondered and thought very hard. Finally, the wisest one spoke up.

"Gentlemen," he said, "I have it!"

"What?" they cried.

The memorable answer came back. "Let's not have complaints. Let's have adjustments."

So to this day, we have a Bureau of Adjustment, but no complaint department.

(NOW YOU TELL ONE)

—BELLE C. FINEMAN.

A Question Column

A suggestion was made by way of the Suggestion Boxes that some space be allotted in each Storagram for a question and answer column.

There must be many questions in your mind about the various store activities with which you are not familiar. Certainly the Storagram is a good medium through which to ask and receive the answers to such questions.

The success of such a column depends entirely on our readers. Send in your questions relative to a department store, and the editor will secure and publish the answers.

In The Month's Mail

Kaufmann's,
Pittsburgh.

GENTLEMEN:

I acknowledge with thanks receipt of your check for $38.75, being refund of deposit on furniture purchased.

Your courtesy, fairness and promptness in handling this matter is very pleasing to me, and I assure you that when and if we again locate in Pittsburgh, you will receive first consideration in furniture purchases.

I also wish to commend and thank your Mr. Seavers. It is a genuine pleasure to do business with a gentleman of his caliber.

Yours truly yours,
C. T. NELSON.

---

246 Arlington Ave.
Pittsburgh, Pa.
March 23, 1926.

DEAR MR. GIMBEL:

I received my furs last Friday. They are very beautiful and I certainly am greatly pleased with them.

No one else could have made them look so fine. "Thank you" is not sufficient and cannot express my thanks for your kindness in this matter, but you can feel sure that I sincerely appreciate it.

Very sincerely yours,
MISS ETHEL RODE.
Harrisburg, Pa.

The Man Who Wins

The man who wins is an average man
Not built on any peculiar plan;
Not blessed with any peculiar luck;
Just steady and earnest and full of pluck.

The man who wins is the man who works,
Who neither trouble nor labor shirks;
Who uses his hands, his head, his eyes.
The man who wins is the man who tries.

—Anonymous

Spread The News!

THE ROYAL VAGABOND

IS ALMOST HERE

PREPARE TO SEE HIM AND HIS PEPPY COHORTS

125 in the Cast

Charming, Snappy Music Graceful, Lively Dances

GEORGE M. COHAN'S OPERA COMIQUE

THE ROYAL VAGABOND

Given by your fellow workers
For your Beneficial Association.

Let each one be an individual publicity committee to advertise your play.

NIXON THEATRE, MAY 10-15

EVERY EVENING

Tickets Now on Sale at All Service Desks

Have you a good publicity idea? See Mr. B. L. Traub
Help sell tickets? See Mr. Roland Friedlander

Geo. M. Cohan's Opera Comic

The ROYAL VAGABOND

In Three Acts

Played
by Employees' of
KAUFMANN'S
FIFTH AVENUE PITTSBURGH
for the
Employees' Beneficial
and
Protective Association

Week of May 10th
Every Evening at 8.15

NIXON THEATRE

Staged by Frank W. Shea

for fifty-five years—

UNFAILING SERVICE

IN 1871, Kaufmann's as an institution, started its career of communal service. In the same year, Benswanger, Hast & Herzog commenced to serve Kaufmann's many insurance requirements.

The intervening years have been years of mutual assistance, the pleasant relationship created in those early days, today remains unchanged.

As we have loyally served Kaufmann's, so may we serve you.

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GEO. M. COHAN'S OPERA COMIC

The Royal Vagabond

IN THREE ACTS

Played

BY EMPLOYEES OF
KAUFMANN'S

for the

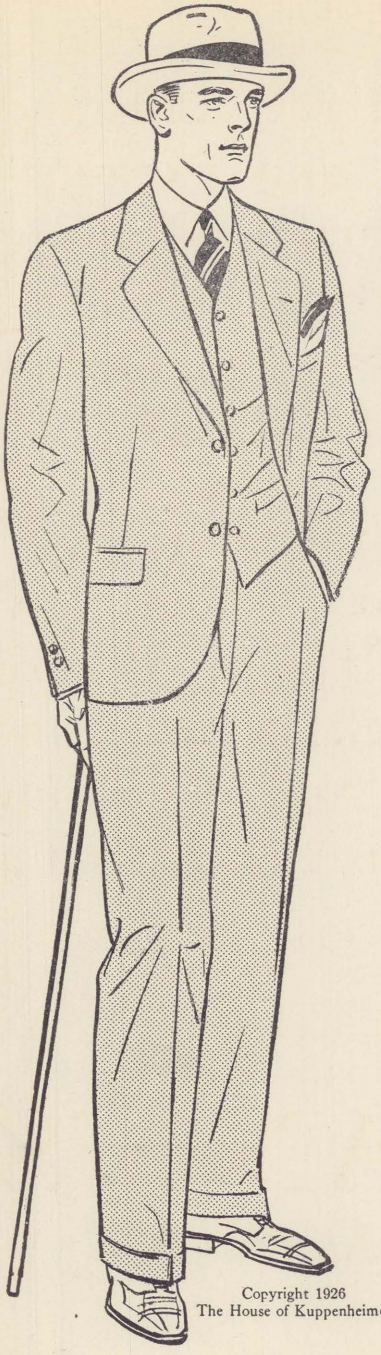
EMPLOYEES' BENEFICIAL
and
PROTECTIVE ASSOCIATION

WEEK *of* MAY 10th

Every Evening at 8:15 p. m.

NIXON THEATRE · PITTSBURGH

Staged by Frank W. Shea



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FACTS
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FACTORIES

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THE thousand and one turns and twists; operations and examinations; designing and drafting; sewing and knowing—they're the *facts* that make the *factors* sturdy and worthy in Kuppenheimer Good Clothes.

And these famous garments are made in wholesome factories—where every one is a pastmaster at his art. Where the human hand is clever and cunning beyond belief. And the result of its labors is a joy to behold and a pleasure to wear.

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GOOD CLOTHES

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Mill Agents for

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TABLE FELTS

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"all weights—all widths"

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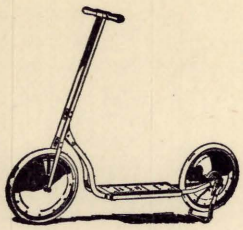

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The ROYAL VAGABOND

IN THREE ACTS
Staged by Frank W. Shea
Played by Employees of
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CONTINUED ON PAGE 11

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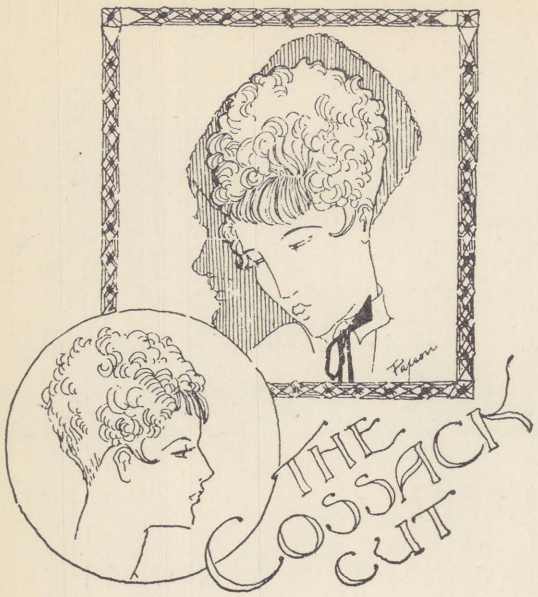

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The Marcel—that is perfect
The Manicure—that leaves the hands pink tipped and beautiful
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The Facial—from which emerges velvety glowing skin

These are a few of the many aids to beauty to be had in Pittsburgh's most beautiful shoppe

THE ADORIA SALON

The PIERO-PARIS *exclusively at*

FREDERICK NESTLE

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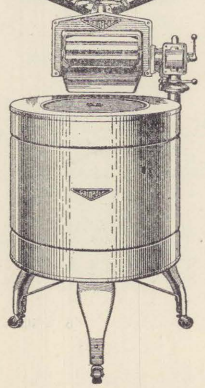
PERMANENT WAVES

THE ARISTOCRAT
of all ELECTRIC WASHERS

The New Gainaday



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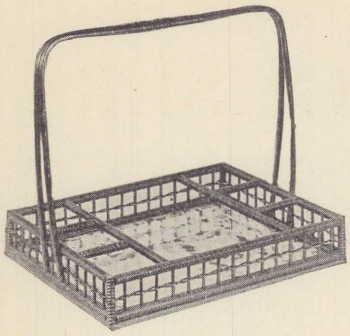

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RESILIO

THE RESILIENT CRAVAT

To some men, a scarf is a scarf. Those that "look best" according to one's taste are the ones selected.

But their qualities for service must be judged only by actual wear.

"RESILIO", for that reason, has enjoyed a sales record without parallel in the neckwear industry.

"RESILIO" is a patented construction for a scarf that is unlike any other and far superior.

You may tie a Resilio Cravat over and over again and the knot will be as smooth as when new.

You may stretch it—and because it is resilient—it will leap back into shape.

You may wear it doubly as long as another woven silk scarf, and it will retain its youthful appearance. For "RESILIO" is neckwear in its most enduring form.

Resilio costs no more than neckwear that does not embody its noteworthy features.

Ask for "RESILIO" Cravats. They will be found in the best shops throughout the country.

The Pants Section—Second Floor—Kaufmann's, features

ROYAL TEX TROUSERS

for men and young men

Royal Tex Trousers are well tailored, of strong, durable cassimeres and worsteds, in the latest styles, and are manufactured expressly for

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24 Hours Fresher

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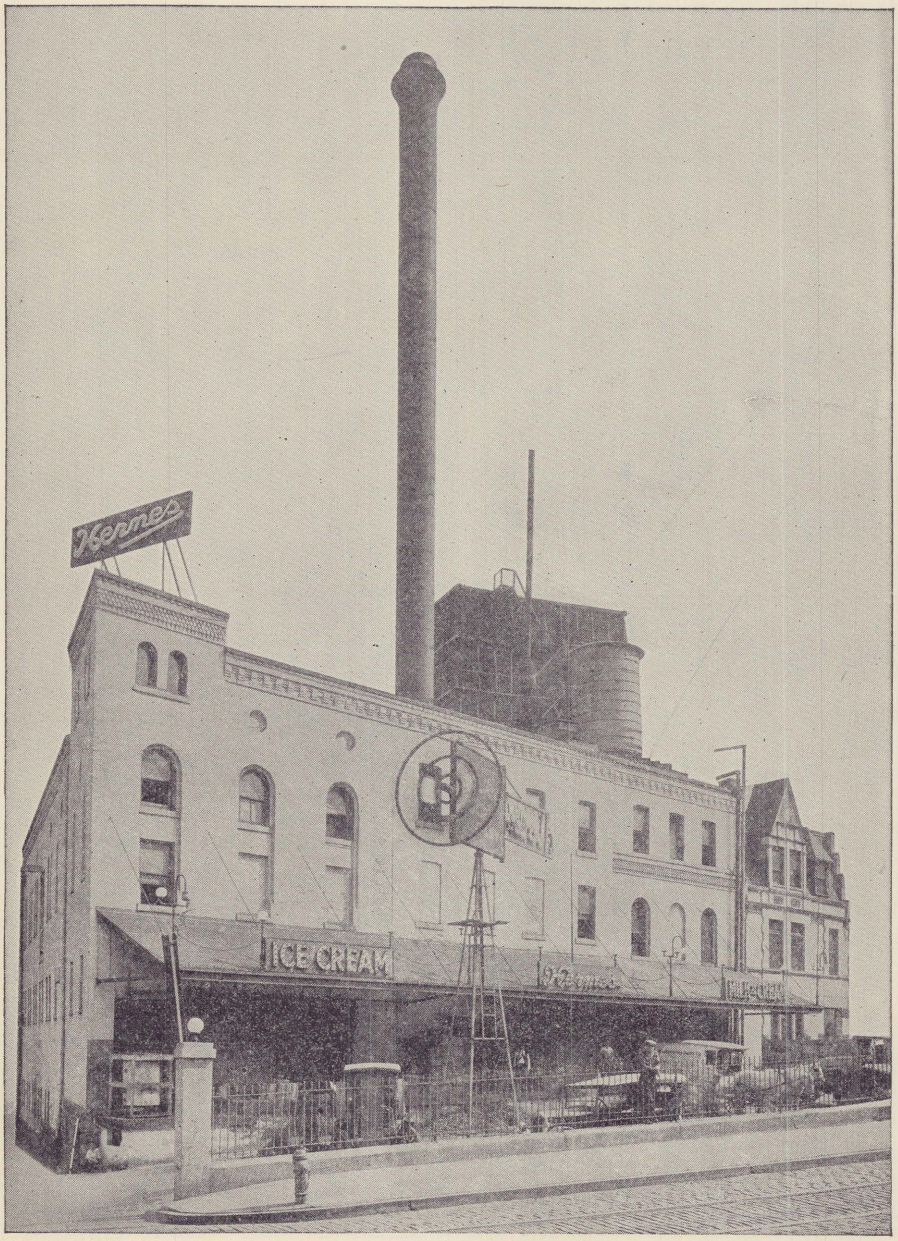

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Material for Flower Making—Sealing Wax for Lamp Shade Making and all kinds of Paper Napkins

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Manufacturers of Armature Coils, Field Coils, Commutators
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In order of their appearance

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MARCEL, the Barber . . . . . Jack Bick
JANKU, the Apothecary . . . . . Raymond Heyman
ANITZA CHEFCHECK, the Milliner . . . . . Florence Kuhlman
COLONEL IVAN PETROFF . . . . . Ernest Malapert
SIXTUS, an Officer . . . . . Roland Friedlander
PRINCE STEFAN . . . . . Dave Gorman
PROF. ROBERT AUDREY MONTAGUE HOPKINS, his Tutor . Harry Mohr
PRINCESS VIOLETTA, First Lady of the Bath . . . Florence Schwartz
PRINCESS HELENA . . . . . Ada W. Minneman
QUEEN OF BARGRAVIA . . . . . Mary Morrison

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Todd System of Check Protection
1 Protectograph 2 Greenbac Checks 3 Forgery Bonds
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Select, Common Brick
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BEDFORD AVE. AND DUFF ST. *Mayflower 3009*

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Manufacturer of
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Compliments of

FRANCINE
FROCK CO.

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ROYAL BEDDING CO.

Mattresses, Bed Springs and Pillows

Manufacturing Wholesale Only

1705 FIFTH AVENUE

Rigaud's

PARFUM

UN AIR EMBAUMÉ

When once you have touched a drop of this rare scent to your 'kerchief, you are likely to wish that you might be the one woman in all the world privileged to use this delightful accessory to loveliness!

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JOSETTE . . . . . Elenor Boyd

THE MESSENGER . . . . . Mabel Spangler

DRODONO . . . . . Clifford Luft

AIDE TO QUEEN . . . . . Frank Kypta

BISHOP . . . . . Lawrence Broecker

QUEEN'S BODYGUARDS . . . . . J. C. Kelly, Dan Harrison

THE DANCING DEMONS

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SUSETTE . . . . . Elenor Boyd

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CONTINUED ON PAGE 23

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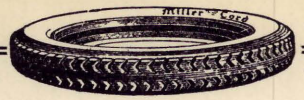

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Fluffy	Bertha Hoffman
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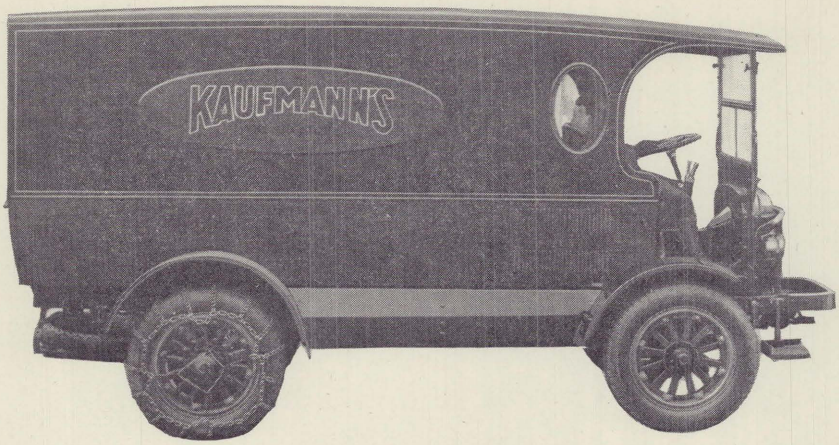

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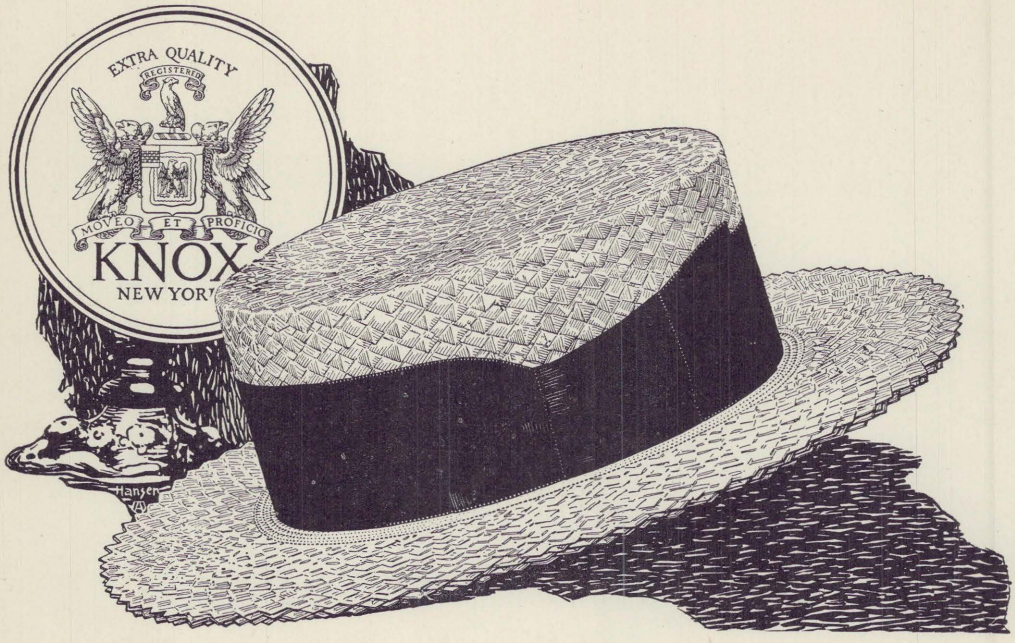

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PLACE—Bargravia

ACT I At the King's Head Inn
ACT II In the Royal Palace Courtyard
ACT III In the Throne Room

MUSICAL NUMBERS

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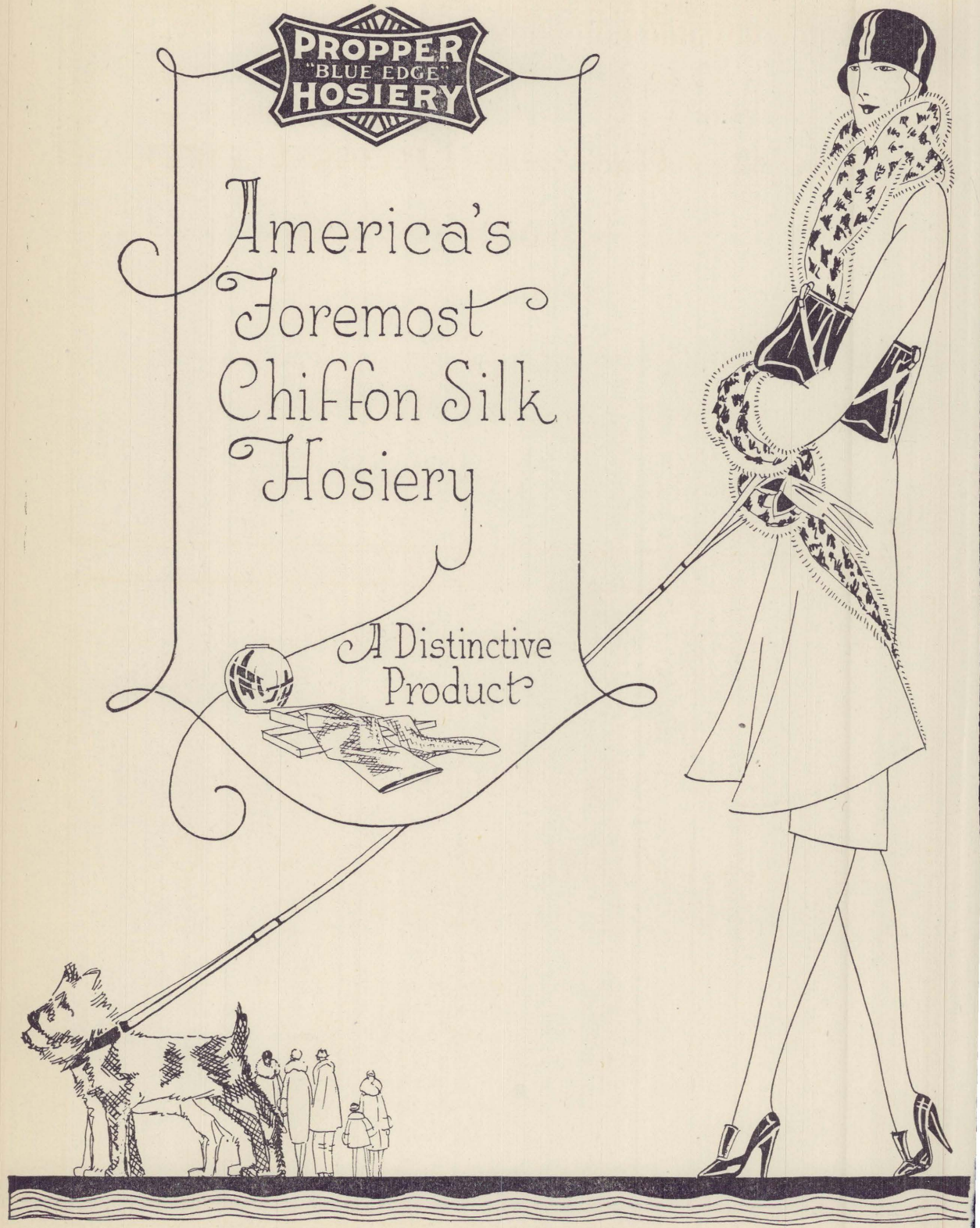

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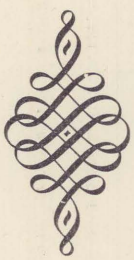
Cleveland, Ohio



New York Office
TEXTILE BLDG., 295 FIFTH AVE. · *San Francisco Office*
FURNITURE EXCHANGE BLDG., 180 NEW MONTGOMERY ST.

ESTABLISHED 1865

HUGH NELSON
COLUMBIA CARPET MILLS, Inc.

Manufacturers of

Axminster Rugs, Axminster Carpets, Ingrain Carpets, Wool Fibre Rugs, Art Squares

THIRD *and* CUMBERLAND STREETS · PHILADELPHIA, PENNA.

Compliments of

GENERAL WOOD TURNING COMPANY

CHICAGO, ILL.

Compliments of

Lieberman Bed Spring

CHICAGO, ILL.

PIONEER SUSPENDER CO.

PHILADELPHIA, PA.

For 48 years manufacturers of Pioneer Suspenders, Pioneer Belts and Pioneer Brighton Garters.

Sold at Kaufmann's

BUSH & DIAMOND

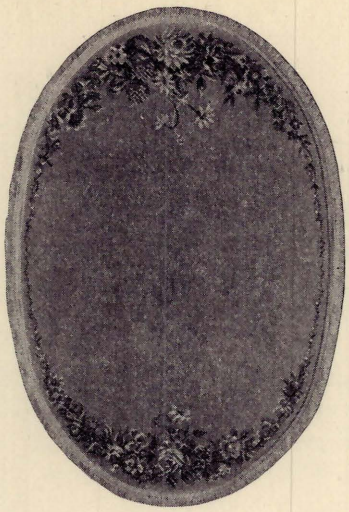
JASPER AND ONTARIO ST.
PHILADELPHIA, PA.

GREENEBAUM BROS. & CO.

Makers of
PURITAN BLOUSES
for Boys
and
COLLEGIATE SHIRTS
for Boys and Young Men

58TH & MARKET ST.
PHILADELPHIA, PA.

CAMEO WILTON RUGS



PATTERN 134

Jewels in Wilton Rugs

Made Oval, Half-Oval and Round

In Kaufmann's rug department you will find an attractive assortment of these artistic creations. They are manufactured by

HARDWICK & MAGEE COMPANY

PHILADELPHIA · PENNA

The

Arlington Petticoat Co.

Manufacturers of the Famous
ARLENE Non-Slip
Petticoats

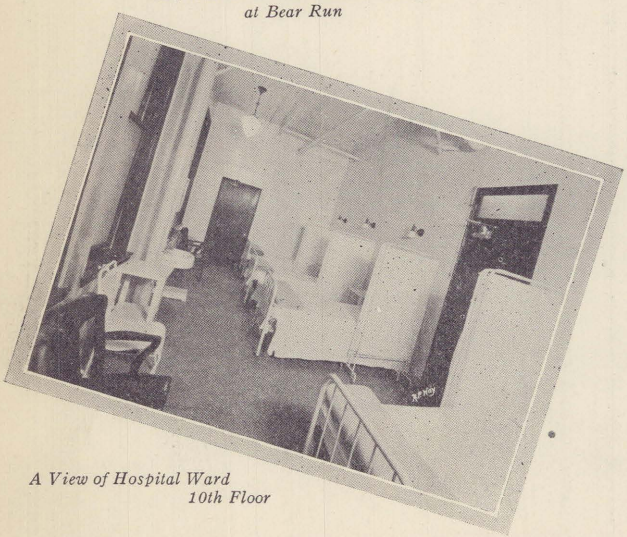
11 EAST 26TH STREET
NEW YORK

A. BARSA & BROS.

28 WEST 23RD STREET
NEW YORK

A Small View of Our Employees Dining Room 13th Floor

Main Hotel at Our Summer Camp at Bear Run



A View of Hospital Ward 10th Floor

What Does Kaufm
Protective A

KAUFMANN'S is an organization of mutual service. From the beginning of its organization it has recognized that the keynote to the success of any business is the contentment and loyalty of its employees.

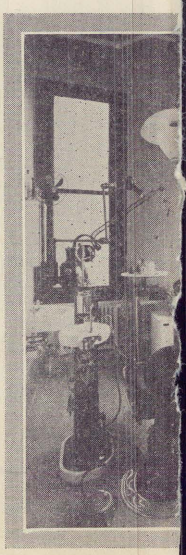
That spirit of loyalty to Kaufmann's has been instilled into every fibre of every employee's being as the natural reaction to his surroundings and the consideration that he is shown as an integral part of Kaufmann's.

Perhaps it would be best to go into some detail over this rather generalized subject.

In every group of people pursuing the same path of endeavor, their arises the necessity of some mutual protective organization—a Beneficial Association.

At Kaufmann's this organization came into being as merely a sick and death benefit organization. It strove to supply the necessary funds for the assistance of those who were ill, or who were in need because of the death of someone formerly in the employ of Kaufmann's.

In 1912, the scope of the Beneficial Association was enlarged to include a fully equipped hospital on our tenth floor for both the employees and customers. Two registered nurses are in con-



Newest Equipmen

...nn's Beneficial and ...sociation Do?

stant attendance, as well as a visiting nurse on the outside. Two doctors have special daily office hours at the hospital for more urgent cases. The complete equipment of the hospital has made investigation of contagion practically thorough, and the prevention immediate.

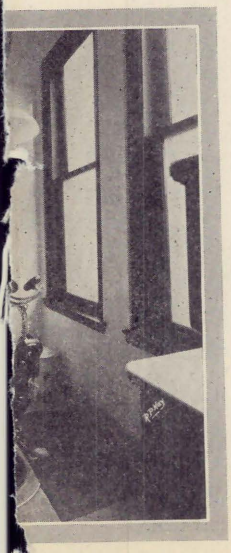
It might not be amiss to present the Beneficial Association's Medical report for the year 1925:

Male Med. and Surgical Served	3789
Female Med. and Surg. Served	13668
Outside Visits—Male	404
Outside Visits—Female	1673
Employees referred to Specialists and Clinics	208
Dental Male and Female Served	4187
Customers	533
Employees sent home because of sickness	1922
TOTAL	25384

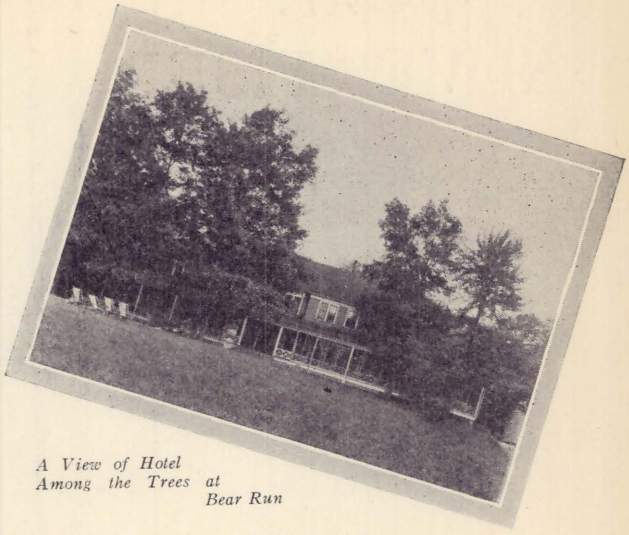
There is also a dentist in daily attendance with right up to the minute equipment for quick treatment of any ailing employee.

Some few years ago, the Beneficial Association engaged the services of an attorney for the employees. Many inquiries of a legal aspect had been made, and it was decided that in order

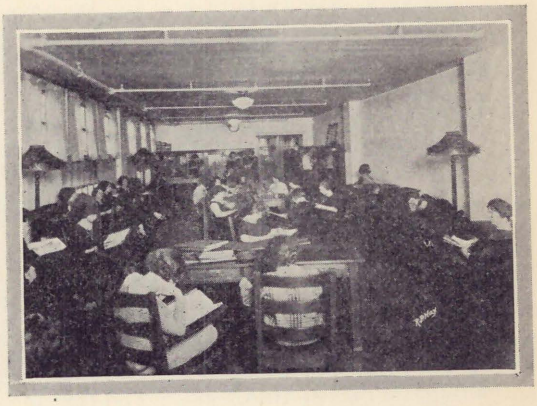
CONTINUED ON PAGE 61



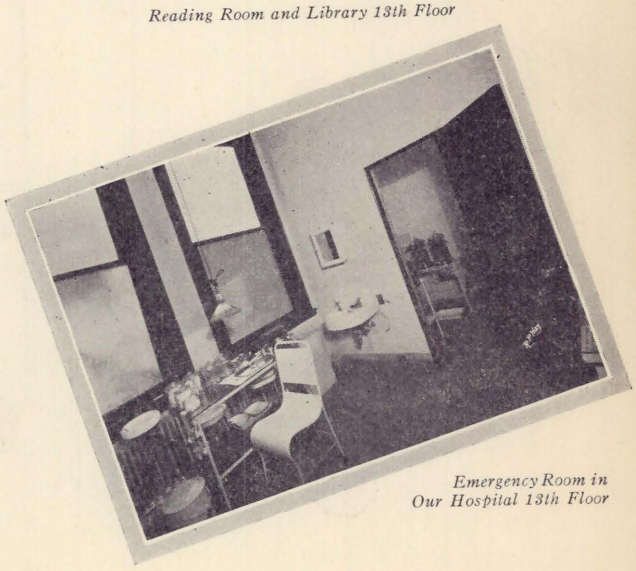
...t in Our Dentist's Office



A View of Hotel Among the Trees at Bear Run



Reading Room and Library 13th Floor



Emergency Room in Our Hospital 13th Floor

Mr. ADVERTISER

THIS program is designed throughout in one type face—the beautiful Caslon. The border is four point contrast rule.

Designing the program in this manner insures even tone, uniformity in appearance and absolute fairness to every advertiser. This is the proper method for assembling any advertising program. A moment's thought will convince any advertiser that were we to use black, Gothic types and different borders for each advertisement, every ad would try to out-scream its fellow and the net result would be a conglomeration of miscellaneous type faces and the program would look like a handful of mud thrown on a barn door—and be of no advertising value to any one. We assembled this unusually large program, using one series of type throughout without any strain on our equipment. This, in itself, is a tribute to our facilities. The ordinary composing room does not have a sufficient quantity of any one kind of type to make this possible, and that is the very reason so many programs look like a type founder's catalog instead of a readable, neat, clean, artistic job.

If you are impressed with the beauty, character and high quality of this program, please remember that we can do the same thing in newspaper display advertising and stand ready to prove this to you at any time—without charge for the first ad—and save you money on all future ads.

EDWIN H. STUART, Inc.

422 FIRST AVENUE · PITTSBURGH, PENNA

Court 3898 and 3899

STUART MAKES TYPE TALK

Day and Night Service

DRY CLEANING IS WAR UPON SICKNESS

GARMENTS RUGS DRAPERIES

Pittsburgh "Personal Service" Dry Cleaning Plant

SIMPSON & OGILVIE, Inc.

Phone 8532-8533 Fairfax

Lightolier Co.

Lighting Fixtures and Lamps

569 BROADWAY NEW YORK

PERFECT BOY'S WASH SUIT CO.,

INCORPORATED

Makers of Wash Suits and Novelties

D. COHEN, *President* S. TRAVIN, *Treasurer*

6-8 West Twentieth St., New York

Telephone Watkins 2383 and 0326

JOHN P. WETTACH COMPANY

Factory Distributors of

RUBBER GOODS

Hose Stair Treads Mattings Mats

301 Penn Avenue Court 3193

WEINMANN WILKES & SCHWARTZ, Inc.

Dresses

498 SEVENTH AVENUE NEW YORK

Golden Oak and Walnut Tables

Our Specialty

Manufactured by

Penn Furniture Co.

CONNEAUTVILLE, PA.

FAMOUS BISCUIT CO.
(Under New Management)
Fine line of Quality Cakes and Crackers
Sold by Leading Grocers

BUCKEYE RIBBON & CARBON CO.
Pioneer Manufacturers
Factory: Cleveland, O.
DAVIS THEATER BUILDING PITTSBURGH, PA.
Atlantic 3999

BEST WISHES

from the

SILVERSTRYPE CO.

Whenever you celebrate, be sure you are dressed correctly for the occasion. And to be sure you are dressed correctly, step into a genuine Silverstrype Suit. The salesman in the clothing department will be glad to show you the latest Silverstrype models that have just arrived.

Genuine
SILVERSTRYPE
Suits

Tailored by
Chas. Douglis-Mack Co., Inc., New York
For Sale at
KAUFMANN'S

MONSHEIMER & JACOBS

30 East Thirty-third Street

New York City

Patricia

Petticoat Co.

44 EAST 32ND STREET

NEW YORK

LAZARUS

& ROSENFIELD INC.

Victoria Lustre

China

98 FIFTH AVENUE NEW YORK

Compliments of

Chicago Mirror Art Glass Co.

CHICAGO, MICH.

J. T. & A. HAMILTON COMPANY

Manufacturers

Flint Glass Bottles

PITTSBURGH, PA.

HEYWOOD WAKEFIELD

244 South Fifth Street

PHILADELPHIA, PA.

KORMACK DRESS, Inc.

253 WEST 35TH STREET

NEW YORK

Compliments

BRIGGS MACHINERY CO.

JOS. A. KING

Flowers of Quality

NIXON THEATRE BUILDING

Compliments of

Ala Manufacturing Co.

411 SOUTH SANGAMON ST.

CHICAGO, ILL.

CAPPEL

DURABILITY · LONGEVITY
WORKMANSHIP · INSPECTION
The Watchwords in Furniture Making

CAPPEL UPHOLSTERING CO.
DAYTON, OHIO

Lots of Success
to your
Association

TRU-LOV CRAVATS
Sold by
KAUFMANN'S
"The Big Store"

H. BOTSFORD CO.

PITTSBURGH CARBON BRUSH CO.
127 FANCOURT STREET
PITTSBURGH, PA.

Compliments of
GENERAL MFG. CO.

THE ROBINSON-RODERS CO.

INCORPORATED

OF NEW JERSEY

Compliments of
ERTL BAKING CO.
333 FIRST AVENUE

GREAT EAGLE BRUSH MFG. CO.
1626 FIFTH AVENUE

SAMUEL OSGOOD
Wholesale
Dry Goods and Furnishings
1008 FIFTH AVENUE PITTSBURGH, PA.

ELLIOTT-FISHER CO.
432 FULTON BUILDING

Cohn Goodman and Company

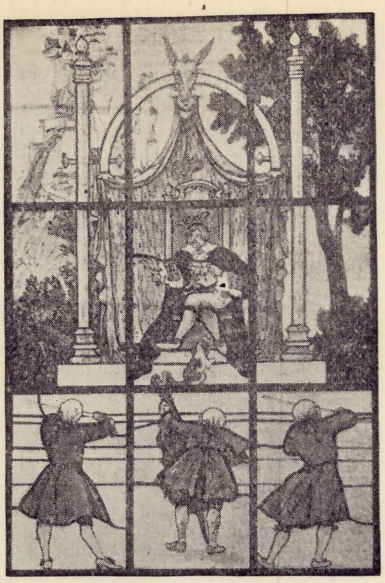
CLEVELAND, OHIO

MAURICE WHITE CO.

295 SIXTH AVENUE · NEW YORK

WHITE LUGGAGE

135 WEST 20th STREET
NEW YORK



Old King Cole

This window and 27 others can be seen in Boys' and Girls' Barber Shop, Third Floor

Rudy Brothers Company

Designers and Workers in

Stained Glass for Churches and Residences

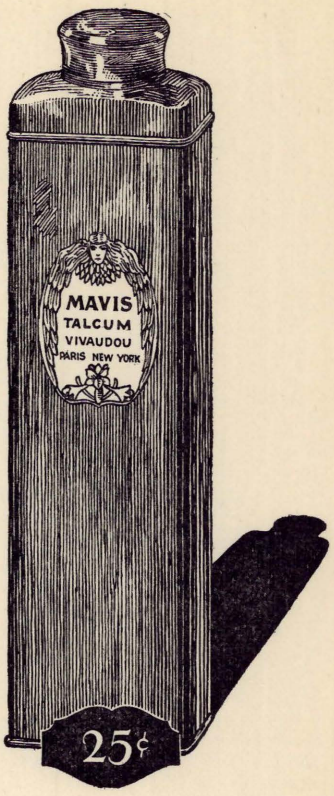
Memorial Windows

A Specialty

HIGHLAND AND CENTER AVENUES

PITTSBURGH, PA.

EASTERN FACTORY · YORK, PA.



Many millions of cans of this delightfully smooth and fragrant talcum powder are used every year.

VIVAUDOU MAVIS TALCUM

V. VIVAUDOU, INC.

NEW YORK

TO assist in the identification of those employees of "The Big Store" taking part in the performance, we list below the names of the players and the departments in which they work:

GEORGE M. COHAN'S OPERA COMIC

THE ROYAL VAGABOND

STAGED BY FRANK W. SHEA

In Three Acts

Played by Employees of
KAUFMANN'S

for the Employees' Beneficial and Protective Association

CAST OF CHARACTERS

In order of their appearance

Theodore Kreiger.....Furniture—Sales
Jack Bick.....Superintendent—6th Floor
Raymond Heyman.....Assistant to Mr. Schwartz
Florence Kuhlman.....Buyer—Leather Goods
Ernest Malapert.....Interior Decorating
Roland Friedlander.....Manager—Auditing Dept.
Dave Gorman.....Victrola Dept.
Harry Mohr.....Floorman—Ladies' Und.
Florence Schwartz.....Secretary to Mr. Silverstein
Ada W. Minneman.....S. Contingent
Mary Morrison.....Interior Decorating
Madge Ruffing.....Bookkeeping
Margaret Yenke.....Main Office
Rose Ault.....Bookkeeping
Elizabeth Williamson.....Bookkeeping
Norine Palandri.....Credit Complaint
Elenor Boyd.....Adoria Beauty Salon
Mabel Spangler.....Alteration Clerk
Clifford Luft.....Children's Shoes
Frank Kypta.....Floorman—China Dept.
Lawrence Broecker.....Floorman—Ladies' Coats
John Kelly.....Superintendent's Office
Dan Harrison.....Boys' Clothing

DANCING DEMONS

Helen Sullivan.....Pattern—Sales
Elenor Boyd.....Adoria Beauty Salon
Mabel Spangler.....Alteration Clerk
Edna Johns.....Basement—Waists
Edith Wobb.....Jewelry—Sales
Ruth Lieberman.....Bureau of Adjustment
Leah Levine.....Addressograph
Margaret Walters.....Marking and Receiving

SUNSHINE GIRLS

Leona Sauers.....Auditing Office
Bertha Hoffman.....Employment Dept.
Mary Connelley.....Credit Office
Esther Blisk.....Auditing Office
Larue Hull.....Credit Office
Irene Casey.....Marking and Receiving
Margaret Orr.....Notions—Sales
Norine Palandri.....Credit Complaint

THE QUEEN'S GUARD

Ed Wilson.....Jewelry—Floorman
Harry Woodmansee.....Boys' Overcoats—Sales
Orville Brandt.....Decorator
Stanley Levy.....Prep Shop—Sales
Ed Roth.....Linoleum—Sales
Ed Dorgan.....Advertising Office
Ben Meyerson.....Decorator
Meyer Kline.....Men's Clothing—Sales
Al Winer.....Men's Clothing—Sales
Jack Lagoria.....Marking and Receiving

LADIES OF THE COURT

Betty O'Brien.....Stationery—Sales
Mildred Skillman.....Service Desk—First Floor
Dorothy Leach.....Bookkeeping
Virginia Leonard.....Boys' Wash Suits—Sales
Teresa Levenson.....Investigator's Office
Edna Bohn.....Ladies' Underwear—Sales
Betty Snyder.....Ladies' Underwear—Sales
Sally Thomas.....Mail Order Dept.

LADIES OF THE ENSEMBLE

Isabel Cunningham.....Mail Order Dept.
Anna McDermott.....Drug Dept.—Sales
Elenor Wollet.....Ladies' Gloves—Sales
Dorothy Donovan.....Mailing and Stenographic
Nancy O'Brien.....Adoria Beauty Salon
Lottie Lawson.....Bookkeeping
Elsie Miller.....Rug Dept.—Clerk
Mary Atkins.....Merchandise Office
Marion Blitstein.....Children's Dresses—Sales
Reba Townsend.....Adoria Beauty Salon
Belle Rubinoff.....Superintendent's Office
Florence Yost.....Petticoats—Sales
Kathleen Dolan.....Marking and Receiving
Alfretta McDermott.....Notions—Sales
Elenor Stewart.....Mail Order Dept.
Louise Garbett.....Bureau of Adjustment
Florence Rettinger.....Wash Goods—Sales
Edith Marshall.....Boys' Furnishings—Sales
Rose Brisky.....Boys' Wash Suits—Sales
Amelia Lucas.....Patterns—Sales
Helen Freakley.....Ladies' Gloves—Sales
Eva Skillen.....Ladies' Coats—Sales
Amelia Stepanovich.....Drug Dept.—Sales

CONTINUED ON NEXT PAGE

THE ROYAL VAGABOND

LADIES OF THE ENSEMBLE (*Cont'd*)

Matilda Cleary.....House Furnishings—Sales
Betty Bush.....Credit Office
Eleanor Mershimer.....Table Contingent
Margaret Peel.....Leather Goods—Sales
Agnes Moran.....Superintendent's Office—First Floor
Sarah Piazza.....Art Dept.—Packer
Helen Rodham.....Jewelry—Sales
Mary Meerhoff.....Ladies' Underwear—Sales
Mary Solomon.....Drug Dept.—Sales
Helen Carroll.....Sales Contingent
Eleanor Donnelly.....Adoria Beauty Salon
Anna Mixie.....Credit Office
Della Piper.....Infant Dept.—Sales
Ruth Smalovitz.....Jewelry Dept.—Sales
Katherine Minsterman.....Service Desk Clerk
Katherine McGraw.....Service Desk—First Floor
Bessie Harr.....Notions—Sales
Helen Youngst.....Superintendent's Office
Fannie Azolin.....Credit Office
Sarah Schneir.....Drug Dept.—Sales
Sarah Goldblitz.....Ladies' Hosiery—Sales
Ida Pollock.....Budget Bureau—Clerk
Goldie Sebenberg.....Budget Bureau—Clerk
Nettie Young.....Art Dept.—Sales
Margaret Foley.....Bookkeeping
Lauretta Heilman.....China—Sales
Francis Dreistadt.....Budget Bureau—Clerk
Thelma Roth.....Bookkeeping
Alice Brown.....Victrola Dept.—Sales
Hazel McGee.....Special Order Dept.
Esther Martin.....Art Dept.—Sales
Fay Rudolph.....Marking and Receiving
Sue Adams.....Inspector Wrapper
Katherine Finell.....Inspector Wrapper
Beatrice Rogers.....Auditing Office
Marie Rogers.....Children's Hosiery

GENTLEMEN OF THE ENSEMBLE

Walter Steding.....Men's Hat Dept.—Sales
Frank Kypta.....China—Floorman
Lawrence Broecker.....Ladies' Coats—Floorman
Charles Grimes.....China—Stock
Otton Hook.....Domestics—Floorman
Raymond Brautigan.....Art Dept.—Floorman
William Burkhardt.....Ladies' Gloves—Floorman
Walter Smith.....Misses Dresses—Floorman
James Cianci.....Adoria Beauty Salon
George Steinhauser.....Men's Furnishings—Sales
Thurman Miller.....Furs—Sales
Isadore Goodman.....Cretonnes Basement—Sales
Clifford Luft.....Children's Shoes—Sales
Leonard Roth.....Boys' Clothing—Sales
Harold Braverman.....Men's Furnishings—Sales
Saul Schaffer.....Misses Dresses—Stock

WE DESIGN AND PRODUCE DISPLAY ADVERTISEMENTS AND DIRECT MAIL ADVERTISING THAT SELLS

Effective advertising must attract attention, arouse interest, create desire and impel action.

STURT MAKES TYPE TALK

Good typography is an absolute necessity for modern advertisers who hope to get maximum pulling power from a minimum expenditure.

Good typography is readable, appropriate, correctly displayed, perfectly balanced and has tone harmony and shape harmony.

Among our clients we number practically every department store in Pittsburgh, leading industrial firms, the largest and most progressive advertising agencies, and hundreds of other institutions who are wide awake to the value of our service.

We will design a sample advertisement for you without charge or assist you in the preliminary mechanical details of any proposed campaign—cheerfully—speedily—and without obligation to you, of course.

EDWIN H. STUART, INC., · 422 FIRST AVENUE · PITTSBURGH, PA. · COURT 3898-3899

Felsenthal Bros.

148 WEST 37TH STREET
NEW YORK

"TYREE" Cores will not burst in Winter
"TYREE" Cores will not boil in Summer

AUTO WELDING & RADIATOR CO.

We weld everything but the break of day

Electric and Acetylene Welding Sheet Metal Work

We recore—Rebuild—Repair

All Makes of Radiators for Trucks, Tractors and Pleasure Cars

3567 BIGELOW BLVD. *Mayflower 6347* PITTSBURGH, PA.

Nationally Advertised

COUCH BEDS · DA-BEDS · HAMMOCKS

BEDS · COTS

ENGLANDER

PRODUCTIONS FOR SLEEP AND REST

FOLDAWAY BEDS · SPRINGS · MATTRESSES

REGISTERED TRADE MARK

Nationally known for their quality and superior construction, Englander Productions are steady sellers all year 'round. Nothing is spared that will make your customers pleased with their purchases, and satisfied to come again to the store that sells such reliable merchandise.

To help you get the full benefit of the Englander popularity, we will gladly send on request free window displays, cuts, moving-picture slides or circulars.

Have you our latest catalog of Springs, Beds, etc., also Couch Hammocks and Porch-Divans? Write to nearest factory.

ENGLANDER SPRING BED CO.

FACTORIES

Brooklyn, N. Y.: Johnson & Stewart Aves.
Chicago: Lowe Avenue, Pershing Road
Boston: 1591 Hyde Park Avenue

SHOWROOMS

New York: 100 West 32nd Street
Chicago: State and Monroe Streets
Also American Furniture Mart
Boston: 90 Canal Street

BRANCHES

Albany Philadelphia Scranton Buffalo
Rochester Syracuse Hartford
Altoona Indianapolis Richmond Norfolk

Compliments

VALCO

MANUFACTURING COMPANY

107 FRANKLIN AVE.
BROOKLYN, N. Y.

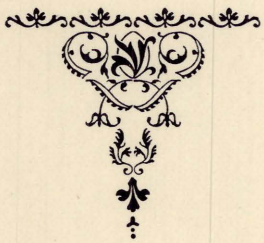
RING O'ROSY DRESS CO.
1372 BROADWAY
NEW YORK

JOS. ROGAW SONS

WILSON & COMPANY
Meat Packers
12TH & PENN PITTSBURGH, PA.

Compliments of

Robert Reis & COMPANY



Automobile Owners

YOU CAN'T
HURT THE

DANDEE
PATCH

Dandee Patch Co.

1260 E. NINTH STREET

CLEVELAND, OHIO

GREEN POINT
METALLIC BED
COMPANY

226 FRANKLIN STREET
BROOKLYN

Compliments of

ARNOLD
SCHWINN CO.

1718 KILDARE ST.
CHICAGO, ILL.

Compliments of

Metal Art Specialties
Manufacturing Co.

338 NORTH KEDZIE AVE.

CHICAGO, ILL.

Compliments of

S. C. KLEIN
COMPANY

CLEVELAND, OHIO

Compliments

KELLER
KNITTING
COMPANY

5100 EUCLID AVENUE
CLEVELAND, OHIO

Compliments of

KOHLER DIE
& SPECIALTY
COMPANY

DEKALD, ILL.

COMPLIMENTS TO

Kaufmann's Employees

A. L. RANDALL COMPANY
729 WABASH ST. · CHICAGO, ILL.

Extending to the

KAUFMANN EMPLOYEES

OUR CORDIAL WISHES
FOR
SUCCESS

PANITZ & PRICE
BALTIMORE · MD.

Fishel and Bolle

Jewelers

329 E. 29th STREET

NEW YORK CITY

COMPLIMENTS

OF

American Furniture & Novelty Co.

2617 FLOURNEY STREET

CHICAGO · ILLINOIS

SPEED
AND GRACEFULNESS

Attained by using

JOHNSON SKATES

Sold by

KAUFMANN'S
SPORTING DEPT.

ALFRED JOHNSON SKATE CO.
2846 W. NORTH AVENUE
Chicago, Illinois

UNIVERSAL WASHER

THE Universal Washing Machine is considered the finest machine of its type at the price

Ask for a demonstration at
KAUFMANN'S

Manufactured by the famous
LANDRES, FARRY & CLARK CORP.
NEW BRITAIN · CONN.

The name plate on the underframe of each piece of Karpen Furniture assures you that it will grow old gracefully. More, it verifies the exceptional values made possible by tremendous output. Always, on pieces for living room, library, hall, and sun room, it certifies furniture that delights the eye, rests the body, and is ever a joy to live with.

Find the nameplate
before you buy

S. Karpen & Bros.

Chicago: 801-811 S. WABASH AVE.

New York: 37TH & BROADWAY

Every Royal Vagabond can become a Royal Householder by using

GRESWOLD'S

CAST IRON AND CAST ALUMINUM

Cooking Utensils

On Sale at

KAUFMANN'S · 7th FLOOR

The Perfume

USED IN

The Garden Scene

IS THE
CELEBRATED

Toujours Moi

and is sold by
all the best stores in
Pittsburgh

IRON CITY DRY CLEANING CO.

GRANT 4800

Cleaners and Dyers

WEARING APPAREL · DRAPERIES
CARPETS · RUGS
PORTIERS

TRIPPE BARKER

AND COMPANY

Cotton Goods

66 WIRTH ST · NEW YORK

SOUTH SIDE COAL CO.

Coal
Coke

23rd and Josephine Sts.

HEMLOCK
2513 · 2512

Compliments

BERKEY & GAY

Furniture

GRAND RAPIDS, MICH.

SAMUEL ELGART CO., Inc.

Boys' Corduroy and
Palm Beach Suits

OVERCOATS · MACKINAWS

826-28 BROADWAY NEW YORK

FRED & BEN LEWENTHAL, Inc.

312 FIFTH AVENUE

Importers and Manufacturers of

JEWELRY

· Program ·

ACT I

1. Opening Ensemble, Opera, Comic Opera . . . . . Marcel, Chefcheck, Janku and Ensemble
2. Love of Mine . . . . . Anitza
3. Here Come the Soldiers . . . . . Chorus and Queen's Guard
4. Democracy . . . Prince, Hopkins, Chorus and Sunshine Dancers
5. A Wee Bit of Lace . Violetta, Court Ladies and Dancing Demons
6. When the Cherry Blossoms Fall (Love Is Love) . . . . . Helena, Petroff and Anitza
7. Finale . . . . . Entire Company

CONTINUED ON PAGE 49

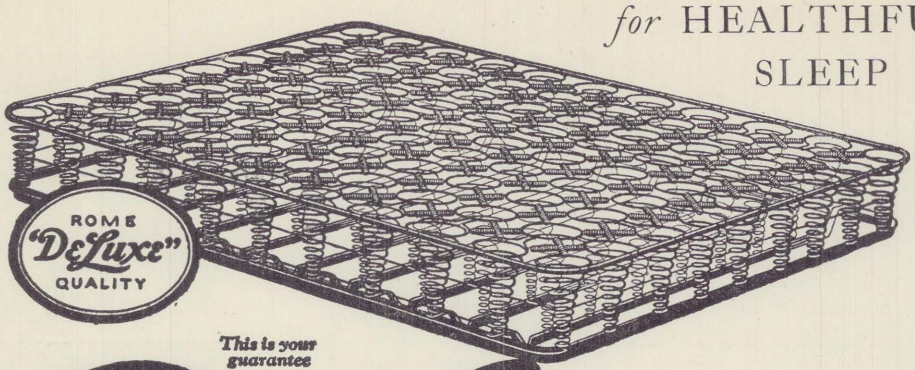
REILING MANUFACTURING CO.
6620 KELLY STREET
Ornamental Iron Work
SEE OUR WORK ON THE 7th, 8th AND 9th FLOORS

Compliments
HART TROUSER CO., Inc.
713 PENN AVE.

Compliments of the
PITTSBURGH IRON FOLDING
BED COMPANY

Court 1290
PLUNKETT CHEMICAL CO.
M. J. Donnelly, *District Manager*
245 Fourth Avenue PITTSBURGH, PA.

for HEALTHFUL SLEEP



This is your guarantee

ROME QUALITY

"DeLuxe"

THE BEDSPRING LUXURIOUS

SOLD BY THE BETTER STORES

Compliments

Conroy Prugh Glass Company

Pittsburgh, Pa.

THE FINEST PRODUCTS OF THE WORLD'S HOSIERY CENTERS ARE BEING DISPLAYED AT TWO HUNDRED AND SEVENTY-THREE FIFTH AVE., NEW YORK CITY

Compliments of

The Q R S Music Co.

COMPLIMENTS OF

M. P. Schrock

Little Lady

Coats for Small Women

Specialists in Coats that
Fit the Small Woman

KNOBEL & BLOOM

229 WEST 36TH STREET

NEW YORK CITY

Odd Dressers · Chiffoniers
Princess Dressers · Dressing Tables
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Bell Phones GRANT 5775 · 5776 · 5777

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BUTTER · EGGS · CHEESE
OLEOMARGARINE
GROCERS' SPECIALTIES

GOLDEN ROD BRANDS

Compliments of

Pioneer
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Compliments

Jamestown Lounge Co.

Jamestown, N. Y.

Parfumerie Veolay

Paris, France

AMBRE ROYAL—The most delightful and exquisite face powder of all time. An odor that appeals and fascinates the discriminating woman. AMBRE ROYAL comes also in Parfum, Eau de Toilette, and Talcum Powder, etc.

For sale in all high grade shops

Menton Perfumery Corp.

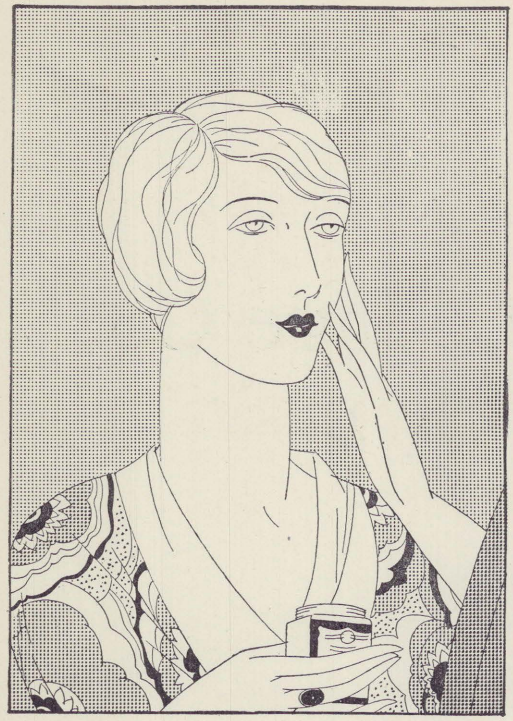
Sole Distributors

NEW YORK CITY

Weisbrod Company

Jobbers

QUICK SERVICE
QUANTITY PRICE



Now Morning Freshness

All day long

A lovely, normal complexion—no shine—no dry flakiness

"If only my skin were not so oily"—or—"If my skin weren't too dry."

How often these very big IFS stand in the way of complexion charm.

Too many women—maybe *you*—suffer either of these handicaps—over 83%, we found, in a national survey.

This tells of a new way to look your best all day long—to regain or retain a normal, natural skin.

Now you can apply a dainty foundation cream in the morning—Creme Elcaya—and attain two results.

First, it lasts all day. Powder and rouge as much as your please—there'll be no shine, no streakiness. It prevents make-up from looking artificial.

Second, it normalizes. Combined with simple treatments, you can counteract either a dry or oily skin. If your skin is normal, now you can keep it so.

What so many thousands of women have found ideal, you too will find a delightful solution to a radiant, all day freshness. Many lovely complexions you admire owe their charm to Creme Elcaya.

Learn what this proved way means to you—how it gives your complexion a velvety, soft, youthful appearance—how it ends unfortunate handicaps.

A full size package together with an interesting book of treatments is 60c and you will find it wherever toilet goods are sold.

A generous sample together with booklet, "Morning Freshness—How To Keep It All Day Long" sent you free if you will write

THE ELCAYA COMPANY

114 WEST SEVENTEENTH STREET - NEW YORK, N. Y.

STANDARD
PLATE GLASS CO.

Compliments of
PITTSBURGH GARTER CO.
Manufacturers of
KEYSTONE
GARTERS · BELTS · SUSPENDERS

· Program ·

ACT II

8. Opening . . . . . Soldiers, Court Ladies and Pages
9. Royalty . . . . . Helena, Court Ladies, Pages and Soldiers
10. What You Don't Know Won't Hurt You . . . . . Wanda, Josette, Prince and Hopkins
11. Messenger Number . . . . . Violetta, Court Ladies, Messenger, Queen's Guard and Dancing Demons
12. In a Kingdom of Our Own . . . . . Helena, Petroff, Court Ladies, Queen's Guard and Dancing Demons
13. When the Cherry Blossoms Fall . . . . Anitza and Petroff
14. Charming . . . . . Petroff and Gypsies
15. Finale . . . . . Ensemble

CONTINUED ON PAGE 55

JOHN J. DILLON
204 FIRST AVENUE
Fruits, Vegetables and Poultry
Court 2370 and 2371

Everybody's Eating Jersey Brook Butter
JERSEY FARM PRODUCTS CO.
Butter, Eggs, Cheese, Grocery Specialties, Farmer Cheese
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John Barron, *Representative*
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Better Fixtures for Better Homes
ARGO-LITE
Appliance Co.
Corner Seventh Ave. and Smithfield St.

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The Home of "Organized Unselfishness"

Hotel Argonne for men
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Public auditorium
Sunday school rooms
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Relief department for needy
Executive offices, Salvation Army

Making the Best of the Worst
—that's The Salvation Army's specialty

That's why they insist:
"*A man may be down, but he's never out!*"

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Phone Court 3052

Mooney Power & Sallinger

Boy's, Students', & Young Men's Clothing

74 FIFTH AVENUE
NEW YORK

Wear More Regatta's

Athletic Union Suits

REGATTA MFG. CO.

BALTIMORE · MARYLAND

Compliments of a Friend of Your Association

Diamond Shoe Co.

196 CHURCH ST.

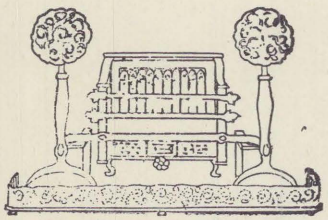
NEW YORK

The HUMPHREY

Radiantfire

NEW LOW PRICES

No Reason Now to buy anything but the Real Humphrey



No. 20—Heretofore sold at $18.00 now $15.00
No. 25—Heretofore sold at 25.00 now 20.00
No. 31—Heretofore sold at 25.00 now 22.00
No. 33—Heretofore sold at 30.00 now 25.00
No. 30—Heretofore sold at 36.00 now 30.00
No. 35—Heretofore sold at 37.00 now 32.50

No Reason Now to Buy Anything but the Genuine Humphrey Over 55,000 real Radiantfires now in use in Allegheny County. Nearly one million in U. S. The sensational reductions in price will quickly double these figures. Insist on the Humphrey—the best heater on earth.

Ask to see our

Merchandise

IN

KAUFMANN'S
DEPARTMENT STORE

Especially

The new Amber Colored Red Stem Water Goblet with a beautiful cut design on an optic bowl. Footed Ice Tea Tumblers, Sundaes and other pieces also shown. The latest, snappiest, and most distinctive table service set produced.

UNITED STATES GLASS CO.

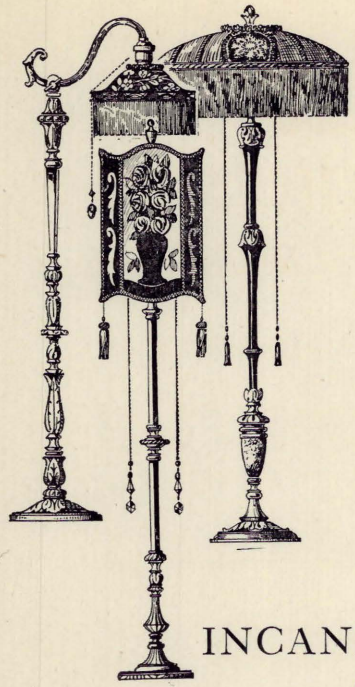
PITTSBURGH, PA.

Largest Manufacturers of Table Glassware in the world

L. CASHMAN

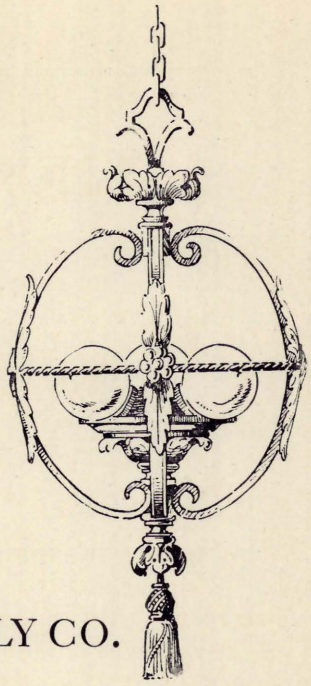
105 MADISON AVE.

NEW YORK



Lighting Fixtures
and Lamps
of Merit

Let us suggest the
right lighting and
give you an estimate
of the cost



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CRYSTAL
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Today
More Than Ever Before
The Steinway
Stands in a class
by itself

Do you know that you can buy a STEINWAY on a down payment of 10%, balance in convenient installments to be paid over a period of two years.

$925 up

MELLOR'S
604 WOOD STREET

KNOWLES, TAYLOR, KNOWLES CHINA COMPANY

EAST LIVERPOOL, OHIO

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KAUFMANN'S

L. H. SMITH
WOODEN WARE CO.

4-6-8-10 EIGHTH STREET
PITTSBURGH

800-802 PENN AVE.

HART HATS

ATlantic 1438

· Program ·

ACT III

16. Opening . . . . . Chorus
17. Coronation Rehearsal . . . . . Queen, Violetta, Helena, Court Ladies, Flower Girls, Pages and Bishop
18. Good-Bye Bargravia . . . . . Anitza and Prince
19. Finale . . . . . Entire Company

Stage Manager—Jack Bick
Assistant Stage Manager—"Happy" Solomon
Costumes and Wigs by Brooks, New York
Shoes by I. Miller

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Roasted Fresh Daily in Pittsburgh. Your grocer has it
Geo. L. Neff & Co.
Water and Market Streets · Court 4506 and 4507

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Paper Ruling and Blank Books
IMPERIAL POWER BLDG · PENN AVE. AND BARBEAU ST.
Bell Phone Court 3971

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511 WM. PENN WAY · PITTSBURGH

R. GRACEY & SONS COMPANY
General Blacksmithing and Repairing
Automobile and Special Forgings
115 First Avenue · *Phone Court 1229* · Pittsburgh, Pa.

It costs no more to buy a Masterpiece—a Genuine Rembrandt Lamp —at Kaufmann's

GREETINGS
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EMPLOYEES
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Pittsburgh's Greatest Store

From the 1200 Employees of the World's Largest Lamp and Shade Factory

Why buy an ordinary Lamp when the same price brings you a masterpiece —at Kaufmann's

REMBRANDT LAMP COMPANY
REMBRANDT BUILDING · CHICAGO

PARKE'S NEWPORT COFFEE
"The World's Finest"

Distinctive in Body and Flavor

L. H. PARKE COMPANY
1016 MADISON AVE. N. S. PITTSBURGH
1132 N. FRONT ST. PHILADELPHIA

Compliments of
American Piano Bench Mfg. Co.
CHICAGO, ILL.

MANUFACTURERS OF
AMCO
BENCHES

A COMFORTABLE MATTRESS
Is Important to Health

HEALTH, sleep and a good, comfortable mattress are closely related. If you sleep on a Stearns & Foster mattress you will have the comfort that is essential to real rest.

Here is the reason: The Stearns & Foster Co. aim to make the finest and most comfortable mattress that can be made. They carefully select fine, pure cotton. It is carefully cleaned and felted—and what would be a veritable cloud of it is compressed into just the right, buoyant resiliency and sewed into durable ticking. These mattresses are built by skilled mattress-makers in the largest mattress factory in the country. They will not lump or spread.

Come in and see how fine these mattresses are. We will enjoy showing them to you.

STEARNS & FOSTER *Mattresses*

Compliments of

Sondheim Levy Co.

500 SEVENTH AVENUE

NEW YORK

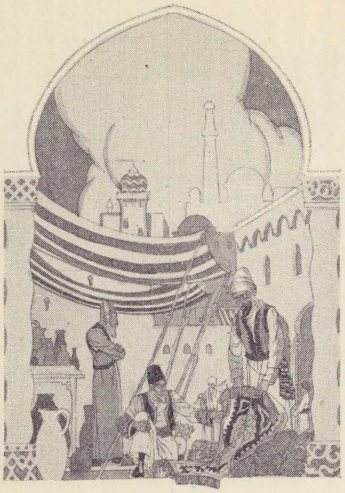
H. E. GROSS & CO.

819 REEDSDALE ST.

Manufacturers of

QUALITY SPRINGS AND MATTRESSES

Our Line Displayed at
KAUFMANN'S



MALLINSON'S MARKET PLACE

Persian and Chinese Rugs, Belgian Mourzonk Rugs, Rajah India Cocoa Mats, French Oval Wilton Rugs, Imported Battleship Linoleums, Japanese and Chinese Rush Rugs, Japanese Rice Straw Rugs and Runners, Straw Mattings and Matting Rugs, Hong Kong Sea Grass and Rattan Furniture, Scotch Jute Rugs, "New Age" Hand Hooked Rugs.

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INCORPORATED

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295 FIFTH AVENUE NEW YORK, N. Y.

JOHN BADER CO.

F. H. RIEGELMEIER

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Wholesale Plantsman

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N. S. PITTSBURGH, PA.

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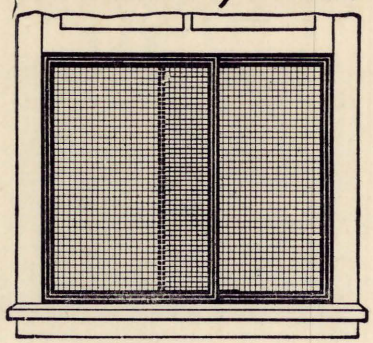
STANDARD PRINTING COMPANY

GREENSBURG

PENNSYLVANIA

DIAMOND "E"
All-Metal Fly Screen



Made with Black Japanned Enamel Metal Frame. Will not rust, corrode, break, split, warp or fall apart. Has two easy sliding parts — instantly adjusted. Made of "Opal" Galvanized Wire Cloth, No. 14 Mesh and "Liberty" Bronze Wire Cloth, No. 16 Mesh.

THERE IS ONLY ONE

ACME FREEZER

Made in Four Beautiful Models

All ACME Freezers, including the 2-quart bright galvanized, the 2-quart and 4-quart enamel-galvanized, and the Acme Jr. (pint size for children, very small families and sickrooms) are built to give long, useful service.

PRICES—No. 1, 2 qt. Bright-Galvanized $1.00; No. 2, 2 qt. Enamel-Galvanized $1.25; No. 3, 4 qt. Enamel-Galvanized $2.25; No. 4, Acme Jr., pint size $.60.

SATISFACTION GUARANTEED

Such is our confidence in the quality, workmanship and efficiency of all Acme Freezers, that we will gladly refund the full purchase price if you are not completely satisfied with the Acme Freezer you buy.

Sold at KAUFMANN'S *House Furnishing Dept. (Seventh Floor)*

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KORNHANDLER AND KANE

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QUALITY CLOTHING

for MEN

Manufactured by

L. GRIEF & BROS., Inc.

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KIDDIE CLOTHES WASH SUIT COMPANY

Boys and Juvenile Clothing

725-727 BROADWAY

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Compliments of

SAMUEL WEINHAUS CO.

Beaux Arts

120 STANWIX STREET

Art Ware · Lighting Fixtures
Fire Place Goods · Gifts

What Does Kaufmann's Beneficial and Protective Association Do?

to avoid costly error, an attorney's services might be advisable. This attorney is now available for all employees.

The summer camp which is under the auspices of the Beneficial Association, came into being some years ago at the suggestion of Mr. Edgar Kaufmann, to provide an ideal vacation spot at a low cost. This camp achieves the purpose of the organization. It provides an environment of health that cannot help but build healthy ideas and ideals.

Bear Run is the name of this camp. It is tucked away on top of the beautiful mountains along the Youghiogheny River in Fayette County, Pennsylvania, seventy-two miles from Pittsburgh. The camp consists of 1700 acres of virgin, mountain forest, traversed by blazed mountain trails of varying lengths and degrees of difficulty leading through mazes of scenic beauty beyond the scope of pen and picture. The club house is equipped like a modern summer hotel with comfortable, restful furnishings and ample shower and tub bath facilities. 1600 foot altitude, five miles of creek, fed by mountain streams, supplies the swimming pool with running water. Every outdoor sport is there from swimming to outdoor dancing, tennis and baseball, as well as bowling. Nearby farms supply rich, wholesome and fresh foods.

CONTINUED ON PAGE 67

BOBER BROS.
45 WEST 18TH ST. NEW YORK CITY

Compliments of
FISHER BED SPRING CO.
429 LOCKHART ST. N.S., PITTSBURGH, PA.

DARRAGH, SMAIL & CO., LTD.
Cocoa Mats Cocoa Matting
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THE
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Tom Sawyer Wash Wear

for

Real Boys

"BOB EVANS"

The Aristocrat of

UNIFORMS

for Nurses

Manufactured by

JACOBS BROTHERS

BALTIMORE, MD.

ART METAL WORKS

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Why Do 2,500,000 Merchants Use National Cash Register Systems?

Answer:

A letter to our Merchants' Service Division will help you solve your store problems without cost or obligation.

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H. O. WHIPPLE, *Sales Agent*

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Makers of
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Representative New York City
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Mens, Youths and Boys Pants

740 BROADWAY
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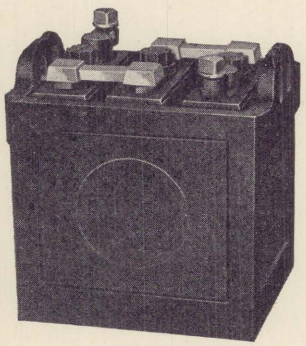
Wear

Manhattan Shirts

K-O
Storage Batteries



Built as well as science makes possible. Sold as low as good business permits.

H. W. GOSSARD

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I. Newman & Sons

INCORPORATED

224 FOURTH AVENUE · NEW YORK

Makers of

P. & N. CORSETS

WIENER BROS.

325 FIFTH AVENUE

NEW YORK CITY

John Spicer Co.

I UNION SQUARE

NEW YORK

To the Kaufmann Workers

Just a line to let you know we're with you.

We like the spirit of helping one another. And we like the way you do it—with laughter and music—it means long hours and extra work, it requires energy and pep.

And that's what we deal in. Lagging limbs—fagged out feet require Arch Preserver Shoes.

We make Arch Preserver Shoes—you sell them. And when every man in Pittsburgh is wearing them—

OH BOY, what a grand and glorious city it will be!

THE ARCH PRESERVER SHOE

Sold in Pittsburgh ARCH PRESERVER SHOE *by Kaufmann Only*

E. T. WRIGHT & CO., Inc.

ROCKLAND · MASSACHUSETTES

Makers of

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JOSEPH BENNETT CO.

LIBERTY AND 2ND AVES.

House of A. SILZ, INC.

New York, N. Y.

Poultry, Game & Meat Specialties

W. A. TAVANO, *Manager*

Pittsburgh Branch

Corner Second and Liberty Aves.

Pittsburgh, Pa.

What Does Kaufmann's Beneficial and Protective Association Do?

In addition to the club house and annex which accommodates seventy girls and the camp staff, there are seven family cottages and six back-to-nature cottages used principally by week-end parties providing additional facilities for about eighty people.

A few statistics here might be interesting:

The 7 family cottages will accommodate an average of 73 people a week.

The average number of week enders totals 365.

The average number of regulars totals 479.

From the last Sunday in June until Labor Day there was served 14047 meals.

The success of the camp has been proven on all sides—and its value to the store morale is incalcuable—and just lately the entire 1700 acres and its buildings were purchased outright by the management for the employees.

Within the store are many concrete illustrations of the workings of the Association in the many conveniences provided for employees.

The Cafeteria on the 13th floor covers as large a space as our public dining room on the 11th floor. The employees dining room is airy and light—it has its own kitchen and

CONTINUED ON PAGE 73

HABER LOOSE LEAF CO.

4064 CABINET ST., N.S.

PITTSBURGH

CHAS. STEWART CO.

1633 LIBERTY AVENUE

Compliments of

B. F. STOUT

CHEVROLET DEALER

M. M. KIDNEY ELEVATOR CO.

ARROTT POWER BLDG

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Compliments of

HANOVER CABINET COMPANY

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REAFER FURNITURE COMPANY

GETTYSBURG, PENNSYLVANIA

GREENSBURG
SWING COMPANY

Manufacturers of

High Grade
WOOD PORCH
SWINGS

GREENSBURG, PA.

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Dresses

242 WEST 36TH ST.
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"VAGABOND QUEENS"

They travel royally and in Superb Style

they wear—

"*Onyx Pointex*"

"Pointex" *Personality Plus*

"*Onyx*" Hosiery

ATlantic 1490 and 1491

ALLIED ELECTRIC SUPPLY CO.

Wholesale Distributors

RADIO EQUIPMENT

Electrical Supplies and Fixtures

118 NINTH ST. PITTSBURGH, PA.

Compliments of

Federal Furniture Factories

INCORPORATED

2332 Forbes Street

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MAGIC
METAL POLISHES

Magic Silver Polish
For cleaning and polishing Sterling Silver Plated Ware, Nickel and Glass

Magic Liquid Putz
For cleaning and polishing Brass, Copper and Tin.

Once Tried—Always Used

For Sale
in our Kitchenware Department

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PAPER

THE tremendous importance of the use of paper in every phase of human endeavor is almost beyond comprehension. Eliminate paper from business and the result is chaos. Would you like to know more about this most important of all commodities? If so, ask for these free booklets: "The Correct Use of Bonds for Business Purposes" and "The Paper User's Primer."

The
WHITAKER PAPER CO.
PITTSBURGH

Compliments of
HARRIET HUBBARD AYER
TOILET PREPARATIONS
NEW YORK, N. Y.

GEO. NICOLS & CO.

CARPETS

295 FIFTH AVENUE

NEW YORK

Daytime Frocks
Maids' Uniforms

Nurses' Uniforms
Children's Dresses

L'Aiglon
STYLE WITH COMFORT
TRADE MARK
BIBERMAN MAKE

Manufactured by

Biberman Bros., Inc.

BIBERMAN BUILDING

PHILADELPHIA, PA.

Frank L. Slazenger

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United States Rubber Co.

Pittsburgh Branch

110-112 Seventh Street, Pittsburgh

THE World's largest Growers, Manufacturers and Distributors of Rubber and its Products.

Makers of

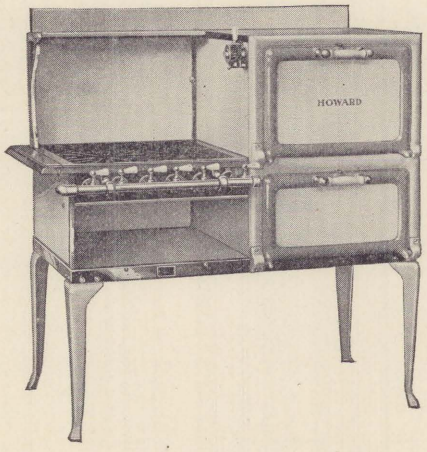
"U.S." Royal Cord Tires
"U.S." Rubber Footwear
"U.S." Spring Step Heels and Uskide Soles
"U.S." Rubber Druggists' Sundries
"Keds"
"Raynster" Raincoats
"U.S." Royal Golf Balls
Mechanical Rubber Goods and
"U.S." Paracore Rubber Covered Wire

For the best quality in Rubber Merchandise, look for the "U. S." Seal. It is your immediate guarantee of superiority and dependability.

TRADE US MARK
UNITED STATES RUBBER COMPANY AND ASSOCIATED COMPANIES RUBBER SYSTEM

HOWARD STOVES

Standard of Quality for More than Sixty Years



Beauty · Quality · Efficiency

Combining these three very desirable features, the Howard Cabinet Range is a constant source of pride and joy to the family.

HOWARD STOVE CO.

BEAVER FALLS · PENNSYLVANIA

Compliments

DYKE MOTOR SUPPLY CO.

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Your Films Can Be Developed But Once

Have them developed and printed by a *Master Photo Finisher*. Leave your films where you see this emblem displayed. It is your guarantee of quality work and dependable service.

MASTER PHOTO FINISHERS
of Western Pennsylvania

What Does Kaufmann's Beneficial and Protective Association Do?

soda fountain. Breakfast and luncheons are served. The food is purchased from the same sources of supply as we purchase for our public dining room—but is sold at cost to the employees. Approximately 1600 employees are served here daily.

A recreation room on the 13th floor provides the employee with a suitable place for leisure moments, and a circulation library of good books are always at their disposal.

Last year 6600 books were issued for the year and at all times there are 750 books from which to select.

The Savings Club saves money for the employee. It deducts weekly a certain part of his salary (specified by the employee) and repays it semi-annually with 4% interest.

Perhaps these illustrations of the workings of the mind of a large department store will come as a surprise to the public. It is time that the public knows that besides being a public utility, or a mere automation of service, that its organization pervades with a spirit of loyalty and of mutual service. It is a place where people who work are given every inspiration for success and who receive their just recognition for good and loyal service.

We thank you for your attendance.

EMPLOYEES BENEFICIAL AND PROTECTIVE ASSOCIATION

GREAT EAGLE BRUSH MFG. CO.
1626 FIFTH AVENUE
PITTSBURGH, PA.

A. J. HEILMAN
Relief Printing Printing
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KAUFMANN'S RADIO DEPT.?

Compliments of
PITTSBURGH TRUNK CO.
720 FIFTH AVENUE

BREAKFAST ROOM SUITES

Made in Pittsburgh by

Rombach Chair & Furniture Co.

Sold by

KAUFMANN'S THE BIG STORE

When in need of tools for the home, farm or garden try

KAUFMANN'S

A complete assortment of high grade tools and at favorable prices.

COMPLIMENTS OF

Pittsburgh Viking Co.

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WILLIAMS TIRES AND TUBES

Compliments of

ALL-STEEL EQUIPMENT COMPANY

EVERYTHING IN STEEL

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294 FIFTH AVENUE

NEW YORK

Kaufmann's

Kaufmann's First Store
In Old Birmingham now South Side

IT has been fifty-five years since the little store which you see pictured here was opened. And, "believe it or not," it was the beginning of Kaufmann's Store. It was located on Carson Street. Many, who remember that little store marvel when they see the huge retail establishment that has come of it. It is one of America's epics in merchandising.

Morris, Isaac, Jacob and Henry Kaufmann were the founders of the institution. The three first named have passed on, but the great work which they began continues to grow greater year by year. The sons of Morris Kaufmann are the heads of the business today. They are Edgar J. Kaufmann, the President, and Oliver M. Kaufmann, the Treasurer.

Without a doubt, Kaufmann's is a vital factor in the life and progress of the community. It has been said that a city can be judged by its stores, and so Pittsburgh, a city of many great stores is known throughout the land as the home of Kaufmann's.

Kaufmann's Store has a much broader scope than seems apparent. It numbers among its customers people from every

Have Served Pittsburghers Over a Period of 55 Years

State in the Union and from many Foreign Countries. The store has seventeen buying offices in various countries of the world. Its scope is international.

Pittsburgh's progress has always been a matter of pressing interest to the members of the firm. Civic movements of worth have found staunch helpers at Kaufmann's. Many philanthropic activities have been assisted.

Below is a picture of Kaufmann's Store as it is today. Many who visit the store regularly cannot help but note the store's progressiveness. Modern methods of procedure, new fixtures, ever-broadening displays of merchandise, the frequent establishment of new services and conveniences are very much in evidence. With the result that Kaufmann's is an exceedingly pleasant and convenient place to shop.

Kaufmann's always strives to increase its usefulness by serving the people in a manner in keeping with its prominence in the community.

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In Pittsburgh at

KAUFMANN'S

FIFTH AVENUE PITTSBURGH

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